



Chinese



English

Marketing Coordinator Diploma Program



CAREER OPPORTUNITIES

- ◆ Social Media Manager
- ◆ Public Relations Accountant Executive
- ◆ Marketing Executive
- ◆ Advertising Manager
- ◆ Media Buyer
- ◆ Chief Marketing Officer
- ◆ Marketing & Events Coordinator Sales
- ◆ Marketing Coordinator Direct
- ◆ Marketing Coordinator Content
- ◆ Marketing Coordinator Product
- ◆ Account Coordinator Influencer
- ◆ Marketing Coordinator

**Government Grants, Scholarships, and Financial Aid
May be Available for Those Who Qualify**



905-595-7775



admission@aolccrichmondhill.com



Unit 202, 10909 Yonge Street, Richmond Hill, Ontario. L4C 3E3

Marketing Coordinator Diploma Program

Program Objectives

The Marketing Coordinator Diploma is designed to prepare students for entry level marketing support positions relating to a variety of integrated marketing and communication activities. Its objective is to expose students to a broad range of marketing knowledge and processes, Administration skills and practical tools that will assist them in addressing situations that arise within a marketing-related career. The program will provide the skills needed to progress into managerial-level careers, given the proper combination of skills, experience, personal attributes and additional training.

- Professional skills in high demand by employers. Including teamwork, Communication, Our customer service, Leadership. Research and problem solving.
- A solid knowledge of marketing practices and principles, and opportunities to relate and supply this knowledge to the many facets of marketing.
- Proficiency in Microsoft Office applications and graphics

Delivery Method

Combination of:

- Integrated Learning™ System training facilitated by Academy of Learning College facilitators
- Online/Hybrid

Career Opportunities

- Social Media Manager
- Public Relations
- Account Executive
- Marketing Executive
- Advertising Manager
- Media Buyer
- Chief Marketing Officer

Duties & Responsibilities

Individuals working in Marketing Coordinator career perform a wide range of marketing support and administrative duties relating to the day-to-day operation of a Marketing department. Specific job duties vary with education and experience and may include:

- Assisting the Marketing Manager to coordinate a wide range of integrated marketing and communication activities.
- Interfacing and building relationships with counterparts at marketing suppliers.
- Overseeing the execution slash production of marketing materials.
- Executing a variety of details involving direct mail. Outbound calls. Mass e-mail broadcasting campaigns. Marketing events and trade shows. Public relations. Promotions, Customer Communications, Media advertisements. Any other marketing tactics.
- Coordinating production of various marketing communications.

Competencies and Core Courses

- Word processing
- Immediate level of proficiency in Microsoft Word
- Spreadsheets
- Office Skills
- Job Search/Employability Skills
- Graphic/Presentation
- Database management

Financial Assistance

Several funding options exist for students, our Financial Aid Officer would be glad to answer any of your questions.

Student Financial Assistance Options include:

- Ontario Student Assistance Program (OSAP)
- Better Jobs Ontario Program
- Interest-Free Monthly Payment Plan Options

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