

DIGITAL MARKETING POST-DIPLOMA PROGRAM COURSE LIST

List is effective September 5, 2023 to August 23, 2024. Learners follow the Program Course List in place at the start of their program

Learners have 3 years to complete the Digital Marketing Post-diploma (DMP) certificate program

IMPORTANT INFORMATION ABOUT THIS PROGRAM

Course availability and program requirements are determined by the School of Technology

The program requirements that were in effect on the date that the learner began their program are those that need to be fulfilled in order to graduate.

Learners follow the Program Course List in effect at the start of their program.

Term availability listed is only for the 2023/2024 Academic Year.

Maximum class capacity is determined by the department offering the course.

Pre-requisites are courses that must be completed before taking a more advanced course.

Co-requisites are courses that must be taken before or at the same time as another course.

Learners may attempt a course a maximum of 3 times. This includes withdrawing from a course.

Term	Course	Credits	Availability	Passing grade	Pre-requisite	Co-requisite	Checklist (for learner use)
1	DATA3301 Digital Marketing Analytics	3	Fall	D (50% or higher)			
	DESN2301 User Experience Design	3	Fall	D (50% or higher)			
	DESN3204 Web Design and Development for Digital Marketing	3	Fall	D (50% or higher)			
	DESN3206 Digital Media Production	3	Fall	D (50% or higher)			
	MKTG2301 Digital Marketing Communications	3	Fall	D (50% or higher)			
2	DATA3302 Design Process Analytics	3	Winter	D (50% or higher)			
	DESN3205 Advanced Web Design and Development for Digital Marketing	3	Winter	D (50% or higher)	DESN3204		
	DESN3207 Advanced Digital Media Production	3	Winter	D (50% or higher)	DESN3206		
	DESN3208 Advanced User Experience Design	3	Winter	D (50% or higher)	DESN2301		
	MKTG3999 Digital Marketing Capstone Project	3	Winter	D (50% or higher)	All term 1 courses	DATA3302	
TOTAL CREDITS		30	A full time course load is 9 credits or more. A part time course load is 8 credits or less.				