



Academy of Learning

CAREER COLLEGE

Marketing Coordinator Diploma Program



CAREER OPPORTUNITIES:

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

**Government Grants & Financial Assistance
up to \$28,000 may be available.**

Contact Us: 416-422-5627 | 647-494-5544

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Marketing Coordinator Diploma Program

Program Objective

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. This program provides students with:

- ◆ Professional skills in high demand by employers, including teamwork, communication, customer service, leadership, research, and problem solving.
- ◆ A solid knowledge of marketing practices and principles and opportunities to relate and apply this knowledge to the many facets of marketing.
- ◆ Proficiency in Microsoft Office applications and graphics.

Career Opportunities

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

Duties and Responsibilities

Individuals working in a 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/production of marketing materials.
- ◆ Executing a variety of details involving direct mail, outbound calls, mass e-mail broadcast campaigns, marketing events and trade shows, public relations, promotions, customer communications, media advertisements, and other marketing tactics.
- ◆ Coordinating production of various marketing communications.

Competencies and Core Courses

- ◆ **Word Processing**
Intermediate level of proficiency in Microsoft Word
- ◆ **Spreadsheets**
Intermediate level of proficiency in Microsoft Excel
- ◆ **Office Skills**
Basic Bookkeeping Levels 1 and 2, basic level of proficiency in Microsoft Outlook, and Office Procedures Level 1
- ◆ **Job Search/Employability Skills**
Job Search & Résumé Writing and Employment Success Strategies
- ◆ **Operating Systems**
Basic level of proficiency in a Windows operating system
- ◆ **Graphic/Presentation**
Microsoft Publisher, Photoshop Basics, Illustrator Basics, and advanced level of proficiency in Microsoft PowerPoint
- ◆ **Database Management**
Basic level of proficiency in Microsoft Access



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