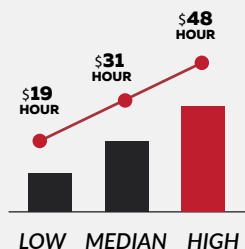


BUSINESS AND DIGITAL MARKETING MANAGEMENT

41-Week Diploma Program



Wage Statistics^{*1}:



Program Overview:

In the business world you need up-to-date training and hands-on experience to launch your new business career. Learn essential business skills and digital marketing fundamentals to gain an understanding of the latest trends to thrive in a fulfilling business career.

Industry Relevant Information

- Stay up-to-date with the rapid rise of digital communication, which is transforming marketing, sales and promotion.
- Graduates from this field can take entry level business roles or choose to launch their own business.
- Work in a diverse range of work environments from private and public organizations, to NGOs and not-for-profits, government sectors or start your own business.

Program Features

- The program is combined with two different components: traditional business skills and digital marketing that overlap and complement each other.
- Courses cover strategic web design, accounting fundamentals, social media marketing strategies, and more.
- Gain relevant business skills including business essentials, entrepreneurship, human resources, business law, and project management.

Career Opportunities:

- Office Administrator/Coordinator/Manager
- Administrative Assistant ■ Office Assistant
- Receptionist ■ Accounting/Bookkeeping Assistant
- Customer Service Representative ■ Marketing Assistant

Why Choose Reeves College?

- Receive knowledgeable training from industry-experienced instructors.
- Hands-on courses professional skills and computerized accounting courses including Simply Accounting.
- Complete a 100-hour practicum.

Frequently Asked Questions:

Where can I work once I graduate?

The training you receive will enable you to work in public and private companies, government agencies, not-for-profit, and self-employment opportunities.

Is this the right field for me?

This field allows students the opportunity to gain insight and key skills in business and digital marketing management to either launch a new career or advance an existing one.

^{*1} alis.alberta.ca; 2020



REEVESCOLLEGE.CA/BDMM

“

The instructions were clear, in-depth, and really easy to follow along. My instructors worked really hard for us to get where we are all right now, which is really nice. They did their job very well.”

-Colin, Business Program Graduate