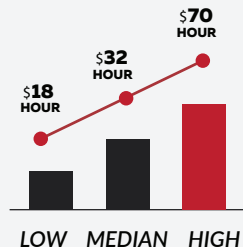


SOCIAL MEDIA AND WEB MARKETING

65-Week Diploma Program



Wage Statistics*1:



Program Overview:

Online and social media marketing is one of the most popular areas of marketing. Learn how to help businesses use social media and online marketing effectively. Gain the knowledge, skills and tools you need in SEO and digital to start this in-demand career.

Industry-Relevant Information

- Learn how to use the most common SAAS tools such as Hootsuite, Buffer, HubSpot, and Canva. Get skilled at Google tools such as Analytics, AdWords, and AdSense.
- Industry projection over next 10 years shows more jobs available than graduates in this field.²
- More and more people are purchasing goods and services because of online ads.

Program Features

- Get skilled at content creation and storytelling.
- One of the only colleges in Alberta to offer a comprehensive diploma in this field.
- Covers basic scripting and programming that can help to build apps.

Career Opportunities:

- Digital Media Marketing ■ Digital Media Sales
- Social Media Marketing ■ Social Media Coordinator
- Brand Ambassador ■ Social Media Specialist

Why Choose Reeves College?

- Industry-relevant training to allow you to achieve business objectives.
- Learn from instructors with years of experience in marketing and social media.
- Detailed curriculum updated with input from subject matter experts and leaders in the field.

Frequently Asked Questions:

Is social media and web marketing just a trend?

It's revolutionized the world of marketing and looks like it's here to stay. In fact, studies show many consumers rely upon social media and online research when buying products and services.

Are the only jobs available at agencies?

Once you graduate, you'll have opportunities to also get hired as an in-house specialist at businesses or organizations. You could also go into business for yourself as an independent freelancer.

^{*1} alis.alberta.ca; 2020 ^{*2} Canadian Occupational Projection System; 2019



SOCIALMEDIA.REEVESCOLLEGE.CA

“

I enjoyed the Social Media and Web Marketing course. I have learned a lot that will help me further my career in this field and I had a great and helpful teacher.”

James, Social Media and Web Marketing Graduate