

Administration 03

Administration and Management Technology

Specialization in E-Business Management
and Digital Marketing

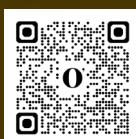
DSC- 410.GO

IN PERSON

6 SEMESTERS (3 YEARS)

NEW!

OFFERED IN FRENCH AND IN ENGLISH



Pushing the frontier of innovation and creating new solutions

This modern and highly sought-after hybrid program prepares you for future developments in the business world by equipping you with the disciplines and skills necessary to cultivate a versatile profile that is highly valued in the job market.

Lasting six semesters (2,535 hours), this program leads to a Diploma of College Studies (DCS) and is offered in person, during the day. It aims to train technicians in digital marketing and management, teaching them to perform technical tasks related to planning, organization, coordination, analysis and control of an organization's activities. **The program concludes with a 285-hour internship in a company.**

Profile

This program is designed for creative and enterprising individuals who enjoy broad knowledge across multiple disciplines. Participants are interested in analysis, management, and human interaction, and they demonstrate strong leadership skills.

Admission Requirements

Applicants must hold a Secondary School Diploma (SSD), a Diploma of Vocational Studies (DVS) or have studies deemed sufficient by the College. (Visit website for details).

Advantages of the Program

Why choose this program?

- The program includes a 285-hour internship, which prepares students to enter the job market and apply their learning in practical settings.
- Learning is enhanced through **workshops, case studies and practical projects**, that provide real-world assignments, equipping students for the job market and career success.
- Students benefit from **passionate and experienced teachers who are experts** in their fields.
- The program **promotes a motivating learning environment** by utilizing materials and equipment relevant to the industry and labor market.
- It offers a **competitive curriculum that is regularly updated** to meet market demand, providing comprehensive training that aligns with employers' needs.
- Courses are offered remotely every Friday, offering a beneficial **hybrid formula** that helps students manage their time effectively and boosts productivity.

Where Does it Lead?

Upon earning this Diploma of College Studies (DCS), graduates can pursue positions in various companies as:

- Marketing Specialist
- Business Analyst
- Customer Service Representative
- Administrative Technician
- Social Media Strategist and Content Creator
- Social Media Marketer
- Office Services Coordinator
- Administrative Agent
- Accounting Technician
- Entrepreneur.
- And more.

**Students also acquire skills to potentially work as an independent consultant.*

Software

- Office (Outlook, Word, Excel, SharePoint365)
- Creative Cloud (Adobe)
- Antidote
- Accounting software
- Project management software
- WordPress
- Exploitation system, Server, MySQL and protocols
- Audience analysis tools for image and text processing

Languages and Tools

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Programming languages and scripts
- Different types of campaigns
- Performance Indicators (KPIs)
- AI tools and resources.