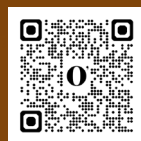**Digital Commerce 04**

Web marketing Strategies for social networks

`ACS - NWY.2A` `100% ONLINE` `2 SEMESTERS (EVENINGS)`
`OFFERED IN FRENCH AND IN ENGLISH`

Analyzing today's digital strategies to create tomorrow's trends

The WEB Marketing Strategies for Social Networks program spans two semesters (8 months) and consists of 465 hours of coursework, including a 3-week internship (90 hours). This program, which results in an Attestation of College Studies (ACS), is offered entirely online, with evening classes conducted in real-time. It is designed to help you master the creation of highly effective social media marketing strategies, ensuring they align with your organization's objectives and branding.

This program includes a 3-week internship at the end to put your skills into practice.

Profile
This program is designed for individuals who embrace innovation and adaptability. They have good analytical skills, and enjoy working with digital technology. These creative individuals are unafraid to challenge the norm and create something new.

Admission Requirements
A candidate must have a Secondary School Diploma (SSD), a Diploma of Vocational Studies (DVS) or have studies deemed sufficient by the college, and meet one of the following conditions:

- Have interrupted their studies for at least two consecutive semesters (or one school year).

- Have completed at least one year of post-secondary studies (spread over one year or more). (Visit the website).

Advantages of the Program
Why choose this program?

- The program includes a **practical component** in web design, effectively preparing the students for the real job market.

- Students will have the opportunity to **use cutting-edge tools**, software and artificial intelligence (AI) to create campaigns and websites.

- All teachers are industry **experts** in the field and **professionals**.

- An **internship is included** at the end of the program, allowing students to apply their learning in a real-world professional setting.

Where Does it Lead?
Graduates will be equipped to work in various companies or organizations in fields such as marketing, digital strategy design, social media management, content creation, digital project management, and more.

They also have the option to become independent influencers or content creators.

At the end of the program, the student will be able to:
- Use different software to create, optimize and manage a website
- Coordinate web and digital production work (websites, social media, audio and video production)
- Exploit digital tools to integrate into the company's web marketing strategy
- Optimize the natural referencing of a website (SEO)
- Create and manipulate digital images for the web
- Write advertising and promotional texts for social media and the web
- Integrate the principles of digital marketing strategies
- Manage web marketing projects
- And more.

Software, Languages and Tools

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Programming languages and scripts
- Operating systems, servers, MySQL, and Protocols
- Various software for audience analysis, image processing, and word processing