

UBC Sauder School of Business Executive Education

Accelerated Digital Marketing Diploma (DMD)

Program Handbook

Contact Information

UBC Sauder School of Business, Executive Education

UBC Accelerated Digital Marketing Diploma Program (DMD)

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This program handbook is current as of April 2018. Note that future editions of this program handbook may contain changes to program requirements and policies.

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Program Overview

The Industry Dynamic

The landscape of digital marketing communications is constantly shifting, driving the need for professionals who can navigate the rapid pace of changing technologies in today's evolving digital economy. Organizations are amplifying their digital marketing communications in an attempt to capture a growing and lucrative online market presence. Digital marketing tools and techniques are now mainstream, and business models are incorporating digital marketing strategies designed to help organizations grow and businesses thrive.

With the increased demand for trained digital marketing communication professionals, those who have specialist technical and business skills and experience with digital marketing technologies are sought after.

Addressing the Demand

Recent stats show that 98% of marketers affirm that offline and online marketing are merging (Gartner CMO Spend Report 2015-2016). With this blurring of online and offline, there is a strong need for specialists who understand the role of digital communications and are familiar with the marketing technologies most commonly used in industry.

The UBC Accelerated Digital Marketing Diploma Program (DMD) is a non-credit program designed to prepare individuals for access into this exciting and evolving industry. Employers recruiting for entry- and intermediate-level positions are seeking individuals with the specialized skills necessary to help them meet their strategic marketing and organizational goals. The DMD addresses this industry demand for talent by combining a number of the most sought-after skills-- including fundamental components of digital marketing, user acquisition and engagement, measurement and analytics, and the customer journey.

In addition, employers are looking for individuals who are team players skilled in communication specific to and knowledgeable about digital project planning and who can work in a fast-paced setting. The DMD not only enables participants to gain essential digital marketing communications knowledge, but also to hone the key business and professional skills needed to succeed in this challenging and competitive industry. Those who are successful in the academic portion of the program are given an opportunity to participate in an eight-week industry practicum, enabling them to apply the skills gained in the classroom to a workplace setting where they add significant real-life experience to their résumés.

Meeting the Need

DMD was developed in collaboration with industry leaders to ensure that relevant skills and technologies are addressed. The result is a streamlined yet comprehensive program that bridges participants' degree-specific experience and knowledge with digital marketing communication skills, and helps prepare them for a successful career in digital marketing communications.

An advisory team comprising industry leaders, marketing and public relations experts, and digital marketing communication strategists work with UBC's academic programming team to guide the program development. Their input helps ensure that the program addresses the key skills and knowledge needed. This team approach ensures that the program is both practically and academically grounded, and that the curriculum continues to evolve as new technologies, techniques and skills requirements emerge.

An integrated project component allows participants to increase self-confidence as they develop their ideas. The coursework and practicum aspects culminate in a capstone project presented in the final week of the program. DMD graduates are able to effectively address the ever-increasing demands of the digital marketing communication field. With the experience gained in this program, they will be well-prepared to compete for entry- and intermediate-level jobs in this industry.

Who Should Take This Program?

While the future is bright for the field of digital marketing communications, individuals competing for entry-level positions need practical experience coupled with strategic career, professional, and business skills. And beyond just acquiring these skills, they must also be able to demonstrate how they are applied in a real-life setting. This is difficult for those who are new to the field.

DMD is aimed at recently graduated post-secondary students seeking to complement and augment their post-secondary education with sought-after knowledge and skills in digital marketing communications. Prospective students have developed their digital technology awareness and experience for personal use, but may not possess the necessary fluency required in an organizational or business context. The program is also relevant for new career professionals with less than two years' experience in marketing and advertising, communications, public relations, or related roles who are seeking to further their career.

What Do You Need to Have?

This is a fast-paced, intense, and challenging program designed for those who have some experience with digital technologies. To be successful, applicants should bring the following to the program:

- Post-secondary experience (college or university level study)
- Familiarity and demonstrated experience with popular social media platforms
- A high degree of fluency in the English language* (business English written and oral skills)

***Note: assumes English 12 with C+ or higher or IELTS 6.5 (or equivalent) for international applicants.** For further information, contact us at cbstudies@sauder.ubc.ca.

All applicants will be subject to an interview prior to admittance.

Future Career Path

Graduates of DMD are ready to compete for entry- and intermediate-level jobs in digital marketing communications. While completing the program does not guarantee that you will get a job in this field, some typical roles for graduates may include:

- Social Media Coordinator
- Public Relations Coordinator
- Digital Marketing and Advertising Team Member
- Online Community Manager
- Digital Communications Specialist
- Digital Marketing Consultant
- Marketing Coordinator
- Media Coordinator, SEM and Social Advertising

Curriculum

DMD comprises six core courses and several special topic workshops. The core courses focus on the primary industry needs, including digital marketing communications and analytics, social media and community engagement, writing for a digital audience, and visual media and user experience. Special topics constitute short (usually one- or two-day) courses that take a deep dive into specific areas, such as technologies and tools used in this field; they also provide an opportunity for hands-on experience. Digital

project planning and career development are two foundational components that are interwoven throughout the program.

Participants are encouraged to refer to the DMD web page at <https://continuingstudies.sauder.ubc.ca/dmc-diploma> for current program dates, descriptions and details.

Note: the curriculum is subject to change to reflect learner needs and changes in the industry, and to make best use of UBC Sauder School of Business resources.

Program Length

DMD is a full-time, four-month program. Participants spend the the first seven weeks in classes based at UBC Robson Square in downtown Vancouver. (Participants can expect to be in class from 9am to 5pm, Monday to Friday during this part of the program.) Those who are successful in this component will then spend the next eight weeks in a practicum placement with one of our host companies in the Lower Mainland. For the final week of the program, participants return to UBC Robson Square to complete and present their capstone project.

What's Covered?

The program is designed to help participants develop job-ready knowledge and skills. Core courses include:

- Introduction to Digital Marketing Communications
- User Acquisition and Engagement
- Measurement, Analytics and Insights
- Planning the Customer Journey
- Digital Project Planning
- Writing for Digital Communications
- Professional and Career Development.
- Special topics in the program may include*:
 - Marketing Technologies – Social Media Platforms and Tools
 - Marketing Technologies – CRM and Email Marketing
 - Design Fundamentals and Tools
 - Personal Branding
 - Pitching and Presenting

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Visual Media Content Creation

*Special topics workshops may differ each session.

Delivery Format

The content is delivered in a series of intensive face-to-face courses, employing a range of learning approaches including lectures, seminars, workshops, assignments and team projects. An online component runs throughout both the coursework and practicum components, enabling participants to remain connected 24/7 to both the content and their learning community.

Integrated Capstone Project

The capstone project component helps ensure all learning is fully integrated and applied within a meaningful context. Those who are successful in this program graduate with a completed, tangible digital project that demonstrates their ability to apply skills learned during the program, and their experience working on real digital marketing communications projects—truly a valuable asset to show prospective employers.

Professional Skills

Having a meaningful context in which to apply non-technical skills is very important, both from a motivational and a learning perspective. In this program, participants must continuously be developing fundamental professional skills needed for the digital marketing environment. These include:

- being part of a digital team
- giving an effective presentation
- pitching an idea
- writing a report
- establishing a professional online presence

In addition to these skills, participants work with a career development professional to polish their interview skills and create a resume that is targeted to this field.

Practicum

The practicum provides an excellent opportunity for participants to apply the skills and knowledge gained through the program in the workplace. Moreover, they can then add this experience to their resume, enabling them to compete more effectively for future jobs.

Practicum opportunities are offered to qualified students who successfully complete the in-class component of the program; these are unpaid, last for approximately eight weeks, and are subject to the availability of the host companies and the personal suitability of the student. As such, practicum placement is not guaranteed.

Students must make a reasonable effort to cooperate in the practicum placement process. Once a practicum has been set up, the student is considered “placed” and alternative options will not be considered except for special circumstances. Hours of work are set by the employer and may be subject to change. Generally, the work hours reflect the traditional workplace (i.e., 9am to 5pm, Monday to Friday); however, some placements may request that the student work during the occasional off-peak period.

In some circumstances, it may be possible for students to complete their practicum requirement with their current employer. A request must be made at the time of application, and approvals will be made on an individual basis.

Further Industry Exposure

We recognize that key to your success in your new career will be an awareness of the job market and an ability to connect and work with influential people and key organizations. To further increase the industry exposure students receive in the program, we invite guest speakers who bring a variety of digital marketing communication experiences. There are also field visits scheduled during the in-class period, and/or local networking opportunities with industry professionals.

Instructors and Facilitators

The core courses are taught and learning is facilitated by highly qualified industry professionals currently working in digital marketing communications. Each of these individuals brings a wealth of practical information, current case studies and examples, experience, and an awareness of industry and market trends to the classroom.

Assessment and Graduation Criteria

Program participants are assessed according to UBC assessment guidelines to ensure successful acquisition of skills and concepts. All courses are non-credit, and as such, do not ladder into other university programs.

Grading

Student academic performance is assessed based on a combination of active participation, attendance, assignments, and projects. Individual performance is tracked daily and the instructors provide feedback on a regular basis.

90-100%	A+
85-89%	A
80-84%	A-
76-79%	B+
72-75%	B
68-71%	B-
64-67%	C+
60-63%	C
59% and lower	Fail

Graduation Criteria

To successfully complete the DMD, students must do the following:

- obtain a minimum grade of 60% in the core courses
- successfully complete the final capstone project
- obtain a “Pass” for the industry practicum

As part of the active participation assessment, students must also attend all classes and mandatory program activities.

In the case of incomplete or failed assignments, the student in question must request individual accommodation to make up the grade; final approval is subject to the program administration staff, in consultation with the instructor(s). In keeping with standard academic practice, any student requesting this accommodation will be required to cover expenses for any additional coursework, supervision or assessment involved.

Program Details and Fees

View continuingstudies.sauder.ubc.ca/dmc-diploma for details about upcoming registration dates.

Program Fees

There is no fee to submit an application form.

Canadian Students and Permanent Residents

Tuition is \$8,300.00 CAD. A non-refundable deposit of \$500 CAD is due upon acceptance to the program. All required courseware is included in the program fee.

Fees may be paid by Visa® or MasterCard®. Two payment options are available:

- full payment upon acceptance into the program
- deposit upon acceptance into the program, followed by full payment one week before the program start

International Students and Non-residents

Tuition is \$8,300 CAD. A non-refundable deposit of \$500 CAD is due upon acceptance to the program. All required courseware is included in the program fee.

Fees may be paid by Visa®, MasterCard®, or wire transfer. Two payment options are available:

- full payment upon acceptance into the program
- deposit upon acceptance into the program, followed by full payment one week before the program start

International students are responsible for obtaining the necessary permits to participate in the practicum component of the program. Please review the Citizenship and Immigration Canada guidelines found at cic.gc.ca/english/study/index.asp.

It is recommended you submit your application 60 days (two months) before the first day of the program to ensure adequate time for visa processing in your home country. Please fill out the application form carefully and completely, being sure to provide the correct spelling of your legal name as it appears on your passport. Any errors or missing information will delay the processing of your application.

International students must also obtain adequate medical coverage and secure their own accommodation for the duration of their stay in Canada. On-campus housing at the UBC Point Grey campus is not available.

No deferral of the deposit is allowed. Fees are subject to change.

Student Loans and Funding Options

Student loans or other government-sponsored financial assistance may not be available for this program. You may wish to consult with your financial institution in regards to securing personal loans for the duration of your study.

Program Policies

The policies in this section apply to participants enrolled in DMD.

Modifications to the Curriculum

The courses that comprise DMD will change over time to reflect the needs of participants, new best practices and technologies, and the availability and best use of UBC resources.

As diploma programs evolve, the following guidelines apply to minor changes:

- as the curriculum changes over time, participants are expected to complete the overall requirements that were mandatory at the date of their acceptance into the program
- the program may also change in duration, number of instructional hours or requirements for completion.

In the event of a major program change, participants will be notified of options for completing under old or new program requirements.

Limited Enrolment

A limited number of applicants are admitted to each DMD session. This number can vary depending on the availability of instructors and teaching facilities. Meeting minimum requirements does not ensure admission to the program.

Availability of Courses

Delivery format choices are reviewed regularly and changes may be made to reflect participants' needs, changing technologies and availability of facilities.

Prior Learning Assessment/Advanced Standing

We are unable to accommodate requests for prior learning assessment, course substitution, or advanced standing in this program.

Academic Integrity

UBC is committed to academic integrity and takes academic misconduct seriously. Penalties for cheating, plagiarizing or other academic misconduct may include dismissal from the program or course with a failing grade and no refund of fees. For information about UBC's policy on this matter, see universitycounsel.ubc.ca/policies/policy85.pdf.

Professional Conduct

UBC fosters positive learning environments that respect the diversity of individuals, and applies standards in keeping with appropriate conduct in professional workplaces. Students are expected to adhere to professional standards of behaviour. In particular, the ability to work respectfully in a team environment and with other students, instructors and staff is essential. UBC reserves the right to require a student to withdraw from a program at any time for unsatisfactory professional conduct. In such cases there is no refund of tuition.

Technology Requirement

Students are required to bring their own laptop with Wi-Fi capability. Wireless access is provided for your use at UBC Robson Square at the start of the program. Wireless usage is monitored by IT Services for appropriate content viewing. Any inappropriate usage of wireless access results in suspension of privileges.

Participants must abide by the UBC Responsible Use of Information Technology guidelines. For details, see <http://www.universitycounsel.ubc.ca/files/2013/06/policy104.pdf>.

Withdrawal and Cancellation Policy

Participants may withdraw from the full-time intensive program at any time but should notify UBC Sauder Continuing Business Studies Client Services in writing of the reason(s) for the withdrawal. Tuition fees (including the deposit) are non-refundable.

Class and Speaker Cancellations

UBC is sometimes forced to cancel or postpone a course or speaker, or provide substitute lecturers, and does not guarantee that a particular course or speaker will be available at a particular scheduled time. When appropriate, an additional course and/or activity will be scheduled.

Program Cancellation

Please note that this program will be offered only if sufficient numbers of students are enrolled. Notwithstanding your acceptance into the program, this program may be cancelled without prior notice at any time up to two weeks before the start of classes. Cancellation may be due to insufficient enrolment or other reasons.

Admission Information

The DMD has a formal admissions procedure to ensure quality education and support services. The admissions process also helps to ensure that the needs, intentions and expectations of participants are adequately matched to the program's objectives and capabilities.

Application Process

The information you provide on the application forms and supporting documents should be as thorough as possible so that the admissions committee will have sufficient information on which to base their decision. Meeting minimum requirements does not ensure admission to the program.

To apply:

- complete the application form online at continuingstudies.sauder.ubc.ca/dmc-diploma
- submit the supporting documents required online
- interview (telephone or Skype) with the program leader
- upon acceptance, submit required fees.

Program start dates and admission deadlines are available on the website.

Application Form

Complete the online application form at continuingstudies.sauder.ubc.ca/dmc-diploma, and select Accelerated Digital Marketing Diploma Full-Time under the Full-Time Programs listing. As well as asking for key personal and contact information, the online application form asks that you provide the following to support your application:

- a resumé documenting your educational achievements, relevant work or volunteer experience, and social media profiles
- a letter of intent that specifies your goals and objectives for taking the program (300-800 words)
- contact information for two referees, either work- or education-related
- Please make sure that the application form and all submitted documentation are in English.

Evaluation of Applications

An admissions committee reviews all applications. Qualified applicants are contacted for an interview, and are advised in writing whether they have been accepted into the program.

UBC works to create an inclusive learning environment in which all students can achieve success. Should you require disability-related accommodations for the program, please contact us at least six weeks before the course start date – or at the earliest possible date – by phone at 604.822.1420 or by email at cbstudies@sauder.ubc.ca. Any student with diverse needs requiring additional services or support should also contact the UBC Access & Diversity office at 604.822.5844 or by email at access.diversity@ubc.ca.

Contact Us

Before calling or emailing us, be sure to read through the [Frequently Asked Questions](#) on the website, as your question may be answered more directly there.

For more information about the program or the application process, please contact us:

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Online Application Form: continuingstudies.sauder.ubc.ca/dmc-diploma

Administration

In addition to the DMD, UBC Sauder School of Business offers numerous other programs for professional and educational development. For further information, please go to continuingstudies.sauder.ubc.ca/

Program Advisory Committee

The DMD was developed with significant input from a diverse group of academics and industry professionals from both the public and private sectors. This ensures that the program is both academically strong and meets the increasing demands of industry. The following individuals participated on the Program Advisory Team:

- Sarah Ter Keurs, Educational Strategist, ter Keurs Communications
- Raquel Collins, Associate Director, , UBC Sauder Continuing Business Studies
- Stephanie Jackson, Program Leader, UBC Sauder Executive Education
- Lynn O'Reilly, Director, Digital Learning, UBC Sauder Executive Education
- Meghan Aube, UBC Extended Learning
- Kevin Kinghorn, Director Digital Strategy, Canucks Entertainment
- Miriam Thomas, Product Designer, MetLab
- Clare Hamilton-Eddy, Managing Director, YULU PR
- Rachel Segal, Digital and Social Media Strategist, UBC Sauder Executive Education Instructor