

DIGITAL MARKETING

A.E.C. Web Development and Digital Marketing LEA.C

Program viewbook 2021 | 2022

The demand for digital marketers with comprehensive knowledge of front-end web development is widespread and continues to grow. A digital marketer is a member of an organization's marketing team who develops and implements marketing strategies and campaigns across a wide array of channels and platforms in the digital space.

MONTREAL
COLLEGE IT
technology matters. awaken your career

Study | Work | Stay

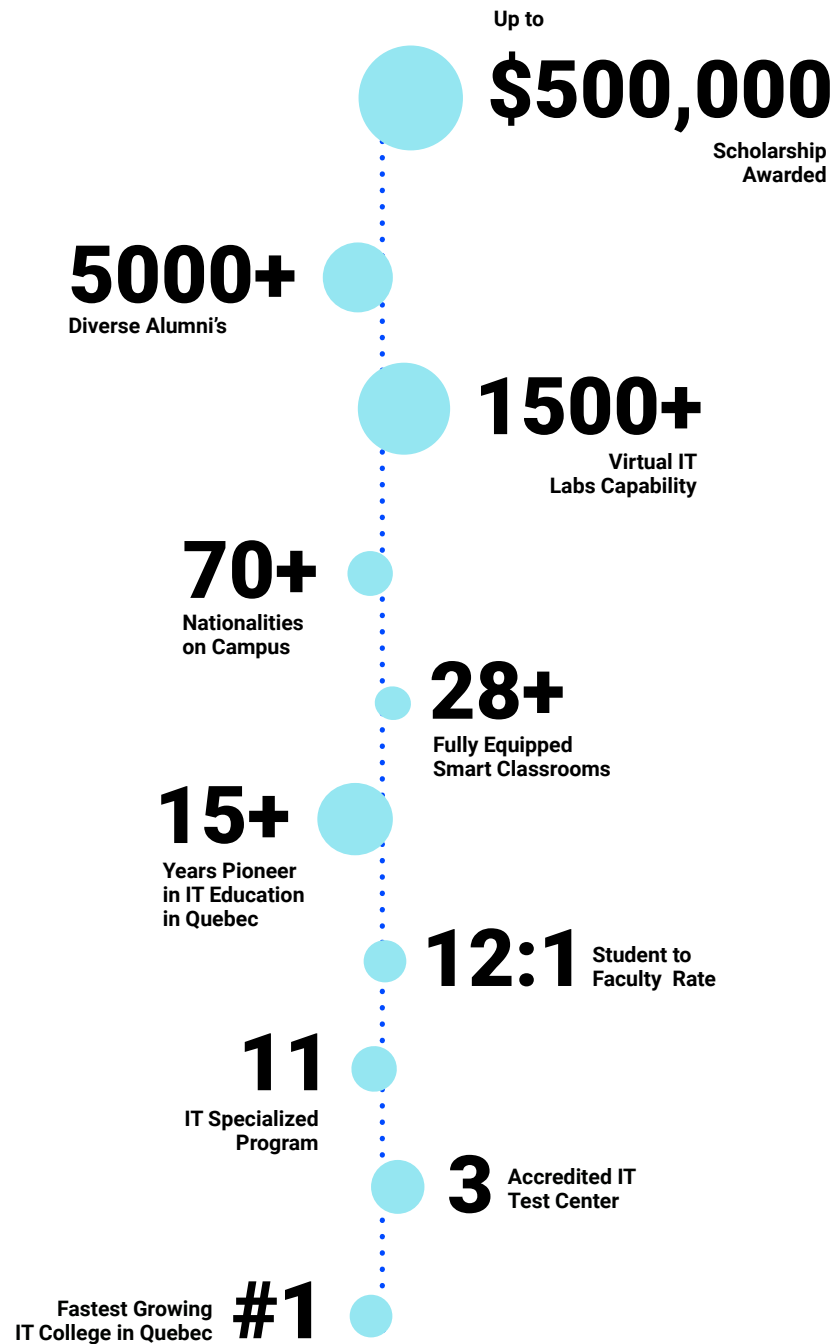


MCIT by Numbers

The Montreal College of Information Technology is an institute of higher learning focused on delivering intensive, job-ready IT programs.

Buoyed by the College's state-of-the-art technological capabilities, our faculty of instructors implements industry-relevant curricula through an engaging learning experience that seeks to ensure workforce readiness and resilience.

Since MCIT's foundation in 2006, more than 3,000 of our graduates have been placed into gainful employment.



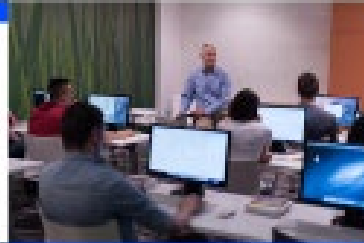
MCIT Advantages



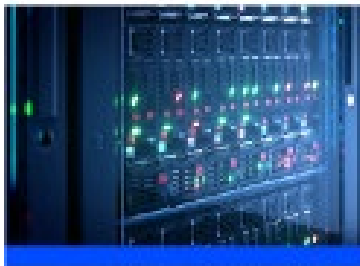
**Professional
Oriented
Programs**



**Personalized
Feedback on
Projects**



**Courses Taught
by Industry
Experts**



**24/7 Access
to Course Material
and Labs**



**Mentorship
and Internship
Programs**

**Career
Guidance**



**Strong Alumni
Network**





Learning Methodology

LEARN

Learn to apply the technical skills demanded by the industry through experiential, project-based learning. Be job ready

ENGAGE

Interact with instructors in small classes and share knowledge through peer-to-peer exchanges Engage with the subject

BENEFIT

Benefit from intensive programs and flexible scheduling Achieve optimal work-study-life balance

CONNECT

Stay connected with our virtual desktop interfaces Learn anywhere and at any time

SAVE TIME

Reduce overall study time thanks to field-experienced instructors

BUILD FUTURE

Stay connected with our virtual desktop interfaces Learn anywhere and at any time

Student Services



CAREER SERVICES

The Career Center Department assists existing students with career-related topics, such as CV writing tips, Cover Letters, Job search strategies, LinkedIn profile review, Building a Network, New Job Opportunities (found on your Omnivox Homepage), Interview Preparation and more

Business Hours:
Weekdays: 10:00AM to 6:00PM



ACADEMIC DEPARTMENT

The Academic Department at MCIT assists students with general queries related to their programs, including course schedules, examinations, and graduation among others. For subjects related to the course schedule, grades, examinations, issues with your class or other general questions:

academics@montrealcollege.ca
514-312-2383 – ext. 3931
Weekdays: 9:00AM to 8:30PM
Weekends: 9:00AM to 4:00PM



IT DEPARTMENT

In order to better assist you, please visit the help center portal at montrealcollege.ca/helpcenter and raise a ticket following the instructions.
Online Chat via Microsoft Teams:
Online Tech Support

Business Hours:
Weekdays: 9:00AM to 4:00PM
Weekends: 9:00AM to 4:00PM



ADMISSION DEPARTMENT

The Admissions Department consists of both Local and International Program Advisors who are available to assist students by answering their questions related to their program.

For enquires related to Letter of Acceptance:
admission.int@montrealcollege.ca
514-312-2383 - ext.1106

For new registrations:
admissions@montrealcollege.ca
514-312-2383 - ext.3924



FINANCE DEPARTMENT

The Finance Department at MCIT assists students with tuition tax receipts, refunds, as well as any payment related issues.

finance@montrealcollege.ca
514-312-2383

If you need academic, admission, IT, finance or career help, We have services to help you .

Why Digital Marketing?



**Average annual salary
\$60,000 per year**



**\$485.26 billion dollar
Digital Marketing market by 2023,**

Our Digital Marketing and Web Development AEC Program is the exhaustive but with the right blend, covering Search Engine Optimization (SEO), social media, Google Ads, pay-per-click (PPC), conversion optimization, Google analytics, digital content, mobile environments, marketing automation, and front-end web development too. By mastering the tools and technologies taught in this program, you'll be prepared for key roles in companies ranging from startups to multinational marketing agencies as you are bound to acquire the necessary skills. And with most of the organizations providing remote options, the role of a Digital Marketer is one of a kind where you can entirely go for remote work.

A comprehensive Networking program at Montreal College IT

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics (SEO, Content Marketing, Social Media Marketing, Pay Per Click, Affiliate Marketing, Native Advertising, Marketing Automation, Email Marketing, Online PR, Inbound Marketing, Sponsored Content) that fall under the umbrella of "digital marketing."

Web App Development is building dynamic web sites combined with server side programming which provide functionalities such as interacting with users, connecting to back-end databases, and generating results to browsers. Most cases of web application development will involve defining the problem, mocking-up the solution, engaging with users, adopting a framework/choosing a tool, and finally, building and testing the web application - in most cases, iteratively with users.


**Ministry
approved
IT Program**

**Post
Graduate
Work Permit**

**Taught by
Industry
Experts**

**Career
pathway
Program**

**Co op
opportunities**



Digital Marketing Industry Trends

Digital marketing expenditure will reach \$146 billion by 2023, growing at a 9% compound annual growth rate (CAGR), according to a Forrester Report

Global digital marketing software market size was valued at \$ 43.8 billion in 2019 and is expected to register a CAGR of 17.4% from 2020 to 2027.

What Technologies Will You Learn?



**Project
Management**



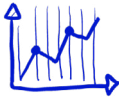
**Search Engine
Optimization
(SEO)**



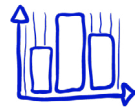
**Web
Development**



**Social Media
Marketing**



**Google
Analytics**



**Marketing
Campaign
Development**



Google Ads



**Adobe
Photoshop**

- Strong foundations in fundamentals of programming, constructs like OOPs, loops, data structures
- Creating attractive and vibrant logos to enhance brand value of a product
- Developing a content management website from scratch using Wordpress
- Ability to make complex, long-term digital marketing strategies and web marketing communication plan
- Creation and optimization of PPC social media campaigns keeping on-site and off-site SEO strategies and techniques
- Managing content on social media for marketing purposes in all the major platforms - Facebook, LinkedIn, Twitter, Google+
- Deep understanding of techniques to gain insights and increase ROI about traffic and audience
- Efficient usage of Google Ads platform to serve the needs

Kashyap

Vedantem

Industry Expert



Kashyap with more than 6 years of experience is teaching Web App Development at Montreal College of IT. He holds a master in applied computer science from Concordia University and is a certified Microsoft SQL Developer. He has developed many applications in various programming languages.

Before You Apply

Meet Program Specific Pre-Requisite for Digital Marketing Program

PROGRAM	LANGUAGE SKILLS	ACADEMIC REQUIREMENTS	RELEVANT FIELD OF STUDY
Web Development and Digital Marketing	IELTS: Minimum 6 bands in all modules or Minimum 6.5 bands in overall score with no less than 5.5 band in maximum 1 module. or Equivelant score in TOEFL or PTE or Use pathway method or Doulingo with minimum 95 score.	Post-Secondary i.e. 10+2, with minimum 60% OR Diploma or Bachelor in relevant field, with no more than 8 backlogs OR Diploma or Bachelor in relevant field, with minimum 60% in their academic score	Commerce, Business, Management, Marketing, Economics, Statistics, Mathematics, Programming, Graphic Designing, Information Technology

This is an entry-level course/program, but it assumes that students have the following:

- Secondary V / High School Diploma.
- Good knowledge Microsoft Office Applications (Word, Excel, PowerPoint Presentation).
- Completed post-secondary studies (in Business Management or Social Science or Information Technology) or have a CEGEP Diploma or have 1 year of relevant experience.

Follow These Steps To Get Into Your MCIT Program!



1 RESEARCH PROGRAMS

Ask our Representative, browse our website, explore our programs, give us a call or send us an email. We'd love to hear from you! Discover our programs: montrealcollege.ca/diplomas/



2 APPLY TO MCIT

You can apply for admission : [Click here for Application Form](#)
Each program has different admission requirements, outlined in course outlines and on our website.



3 RECEIVE YOUR OFFER

Congratulations! You're in! If you have been accepted, you will receive an email from MCIT's Admission Office.



4 PAY YOUR TUITION

With a variety of financial assistance options to consider, we're here to guide you through the process and help you access the resources that you need. To read more: montrealcollege.ca/pay-my-tuition/



5 GET CAQ/STUDY PERMIT

Once you receive your LOA, you can apply for CAQ then visa and study permit which it usually takes 6 to 12 weeks. Please consult an immigration professional if needed .



6 REGISTER FOR CLASSES

Attend registration & update your registration documents.



7 ATTEND ORIENTATION

Come to orientation to meet other students, learn about college services, talk to your instructors and get to know your campus.



8 GET CONNECTED

Join our Social Network (Facebook, Twitter, YouTube and more), get involved in campus clubs, student association events and take part in intramural sports .

Join Us



Once You Are Ready Follow These Steps:

Deadlines | International Students

Semester	International Students- Outside Canada				International Students- Inside Canada			
	Admission	Class Start	Late Start	Class Ending	Admission	Class Start	Late Start	Class Ending
Fall 2021	Jul 13,2021	Oct 23,2021	Nov 6,2021	Nov 20,2022	Oct 26,2021	Nov 21,2021	Dec 5,2021	Nov 20,2022
Winter 2022	Nov 23,2021	Feb 14,2022	Feb 28,2022	Feb 13,2023	Feb 22,202	Mar 21,2022	Apr 4,2022	Mar 20,2023
Summer 2022	Mar 8,2021	June 13,2022	June 27,2022	June 12,2023	Mar 8,2021	Jul 21,2022	Aug 4,2022	Jul 20,2023
Fall 2022	Jul 13,2022	Oct 23,2022	Nov 6,2022	Nov 20,2023	Oct 26,2022	Nov 21,2022	Dec 5,2023	Nov 20,2023

15 weeks before classes start

4 weeks before classes start

Deadlines | Local Students

Semester	Deadline - Application		Program Status	
	Admission	Class Start	Class Ending(8 months)	Class Ending(12 months)
Fall 2021	Oct 12,2021	Oct 12,2021	June 11,2022	Oct 11,2022
Winter 2022	Feb 7,2022	Feb 14,2022	Oct 6,2022	Feb 6,2023
Summer 2022	June 6,2022	June 13,2022	Feb 12,2023	June 12,2023
Fall 2022	Oct 12,2022	Oct 12,2022	June 11,2023	Oct 11,2023

1 week before classes start

NEEDED DOCUMENTS FOR ADMISSION

A person is residing outside Canada and not having a right of residence in the territory of Canada or foreigner who is already authorized to be present on the territory of Canada for a limited period (holder of a residence permit for studies, temporary worker, visitor, refugee claimant, etc.).

A photocopy(es) of:

The payment authorization form (CAD \$250 registration fees - non-refundable)

The transcripts of the highest level of education

The current Resume/CV

The birth certificate

Two pieces of photo IDs

The passport pages showing passport number, the dates of issue and expiry, name, picture and date of birth

The TOEFL/IELTS/PTE score sheet(issued within the last two years) or other proof of language proficiency (if applicable)

A valid Certificat d'Acceptation du Québec (if applicable)

A valid student permit (if applicable)

The valid certificat de sélection du Québec (if applicable)

The valid insurance policy showing student's name and period of coverage (if applicable)

The refugee protection claimant document (if applicable)

The receipt (tuition fees and other payments)



Life In Montreal



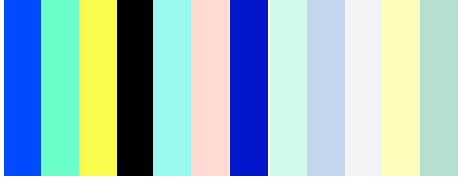
Currently recognized as the world's best city for international students*, cosmopolitan Montreal offers a vibrant, culturally rich blend of North American pragmatism and European joie-de-vivre.

An international leader in such industries as aeronautics, artificial intelligence, information technology, life sciences and interactive entertainment, Montreal is often referred to as the Silicon Valley of the North.

Whatever the season, Montreal always pulses with activity. The city is renowned for its wide array of events, exhibitions and festivals, all bolstered by a thriving food scene.

MCIT's campus is located in the middle of the action, at the very center of Montreal's downtown core.

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