

# Marketing Administrative Assistant

## Certificate

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### Program Objective

The objective of this program is to provide the student with opportunities to acquire and apply the knowledge of desktop publishing and basic marketing skills to meet the demands of today's business.

### Program Notes

Tuition fees include all materials and student manuals. Financial assistance may be available for those who qualify.

Graduate requirements: Students must maintain a 75% program average to obtain a certificate.

### Method of Delivery

Integrated Learning™ System training facilitated by Academy of Learning College facilitators.

### Program Prerequisites

Candidates must be able to keyboard at a minimum speed of 10 wpm, and possess basic knowledge and experience relating to PC hardware and software.

### Career Opportunities

Careers which correspond to the skills learned include:

- Sales, Marketing and Advertising Assistant
- Office Equipment Operators
- Administrative Support

### Duties and Responsibilities

- Perform administrative tasks related to marketing
- Design and develop promotional materials
- Develop and maintain Websites
- Manipulate images for print and Web use

### Personal Attributes Required

- Good reading, writing, and presentation skills
- Detail oriented
- Able to multi-task
- Keyboarding skills
- Knowledge of general office and research procedures

### Admission Requirements

Grade 12 or equivalent or Mature Student Status.

Courses are open to any applicant who possesses a good command of the English language and is able to follow instructions.

An admissions interview will be administered to determine if the applicant has the required interest, motivation, and entry-level skills to take this program.

Full-time students must attend the required hours per week as per the course schedule and may do so at times convenient to them.

### Competencies upon Completion

#### CORE COURSES

- **Keyboarding**  
Minimum 25 words per minute (WPM)
- **Operating Systems**  
Basic level of proficiency in a Windows operating system
- **Word Processing**  
Intermediate level of proficiency in Microsoft Word
- **Spreadsheets**  
Basic level of proficiency in Microsoft Excel
- **Business Skills**  
Customer Service, Grammar Essentials for Business Writing, Business Correspondence Level 1, Business Essentials, Marketing and Sales, and Marketing Administration
- **Office Skills**  
Internet Fundamentals and basic level of proficiency in Microsoft Outlook
- **Graphics/Presentations**  
Advanced level of proficiency in Microsoft PowerPoint, Photoshop, Illustrator, and Microsoft Publisher
- **Web Design**  
Dreamweaver
- **Job Readiness/Employability Skills**  
Job Search and Resume Writing