

# Marketing Coordinator

## Diploma

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### Program Objective

The Marketing Coordinator Diploma is designed to prepare students for entry-level marketing support positions relating to a variety of integrated marketing and communication activities. Its objective is to expose students to a broad range of marketing knowledge and processes, administration skills, and practical tools that will assist them in addressing situations that arise within a marketing-related career. The program will provide the skills needed to progress into managerial-level careers, given the proper combination of skills, experience, personal attributes, and additional training.

This program provides students with:

- Leading-edge marketing skills and current course curriculum relevant to today's businesses in Canada and, in some cases, internationally.
- An introduction to the most relevant aspects of marketing support and administration.
- Professional skills in high demand by employers, including teamwork, communication, customer service, leadership, research, and problem solving.
- A solid knowledge of marketing practices and principles and opportunities to relate and apply this knowledge to the many facets of marketing.
- Proficiency in Microsoft Office applications and graphics.

### Program Notes

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

Graduation requirements:

Students must achieve a 75% average to obtain a diploma.

### Method of Delivery

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

### Program Prerequisites

Keyboarding speed of a least 25 WPM and knowledge of how personal computers work and may be used.

### Career Opportunities

This program provides students with a range of marketing knowledge and skills that prepare them for many aspects of marketing.

Graduates of this program are prepared for entry-level marketing support and administrative positions in a variety of industries, specializing in those areas of greatest interest, experience, and ability. Careers in marketing communications, such as marketing, advertising, direct marketing, public relations, and market research are available to those students who possess the proper combination of marketing skills, experience, personal ability, and aptitude. Careers that correspond with the skills learned in this program include:

- Marketing & Events Coordinator
- Sales & Marketing Coordinator
- Direct Marketing Coordinator

### 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.



## Required Skills and Personal Attributes

To be successful in a Marketing Coordinator career, individuals must possess the ability to:

- Learn new skills and knowledge
- Formulate decisions and exercise good judgment
- Build working relationships to achieve goals
- Efficiently manage time and stress
- Work collaboratively and effectively as part of a team
- Recognize the dynamics and politics of an organization
- Be self-motivated, energetic, confident, and creative
- Use interpersonal skills and communicate effectively
- Be tactful and use good listening skills
- Communicate verbally and in writing with people from all walks of life

## Duties and Responsibilities

Individuals working in a Marketing Coordinator career perform a wide range of marketing support and administrative duties relating to the day-to-day operation of a marketing department. Specific job duties vary with education and experience and may include:

- Assisting the Marketing Manager to coordinate a wide range of integrated marketing and communication activities.
- Interfacing and building relationships with counterparts at marketing suppliers.
- Coordinating production of various marketing communications.
- Desktop publishing and developing and maintaining sales collateral, proposals, rate cards, brochures, newsletters, and other marketing materials.
- Overseeing the execution/production of marketing materials.
- Executing a variety of details involving direct mail, outbound calls, mass e-mail broadcast campaigns, marketing events and trade shows, public relations, promotions, customer communications, media advertisements, and other marketing tactics.
- Tracking campaigns, preparing post-campaign performance analysis reports, and making recommendations for corrective changes to concurrent programs.

## Competencies upon Completion

### Core Courses

- **Operating Systems**  
Basic level of proficiency in a Windows operating system
- **Word Processing**  
Advanced level of proficiency in Microsoft Word
- **Spreadsheets**  
Intermediate level of proficiency in Excel
- **Graphic/Presentation**  
Microsoft Publisher, Photoshop Basics, Illustrator Basics, and advanced level of proficiency in Microsoft PowerPoint
- **Database Management**  
Basic level of proficiency in Microsoft Access
- **Office Skills**  
Internet Fundamentals, basic level of proficiency in Microsoft Outlook, and Office Procedures Level 1 and Level 2
- **Business Skills**  
Customer Service, Business Math, Grammar Essentials for Business Writing, Business Correspondence Level 1 and Level 2, Project Management Fundamentals Level 1, Microsoft Project Level 1, Business Essentials, Marketing & Sales, Marketing Administration, Business in the Electronic Age, Business Presentations, and Event Marketing
- **Job Readiness/Employability Skills**  
Job Search and Résumé Writing and Employment Success Strategies