

Marketing Coordinator

Diploma

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 dealing with situations within a marketing related career. The program will provide the skills to progress into manager-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. These skills include: team-work, communication, customer service, leadership, research and problem solving.
- A solid knowledge of marketing practices and principles. It also develops the student's ability to relate and apply this knowledge to the many facets of marketing.
- Proficiency in Microsoft Office Applications and graphics.

Career Opportunities

This program provides the student with a range of marketing knowledge and skills, which 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.

Program Notes

Financial assistance may be available to qualified students. Students must achieve a 75% program average to earn a Marketing Coordinator Diploma.

Duties & 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:

- Assist Marketing Manager to coordinate a wide range of integrated marketing and communication activities.
- Interface and build relationships with counterparts at marketing suppliers.
- Coordinate production of various marketing communications.
- Track campaigns, prepare post campaign performance analysis reports and make recommendations for corrective changes to concurrent programs.
- Desktop publishing, developing and maintaining sales collateral and proposals, rate cards, brochures, newsletters, and other marketing materials.
- Oversee the execution/production of marketing materials.
- Execute a variety of details involving direct mail, outbound calls, mass email broadcast campaigns, marketing events and trade shows, public relations, promotions, customer communications, media advertisements, and other marketing tactics.

Personal Attributes Required

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 dynamics and politics of an organization
- Be self-motivated, energetic, confident, and creative
- Effectively communicate and use interpersonal skills
- Use good listening skills and be tactful
- Communicate verbally and in writing with people from all walks of life

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**
Basic level of proficiency in Microsoft Access
- **Database Management**
Basic level of proficiency in Microsoft Access
- **Spreadsheets**
Intermediate level of proficiency in Microsoft Excel
- **Business Skills**
Business in the Digital Age, Business Essentials, Business Math, Business Presentations, Business Correspondence Levels 1 and 2, Grammar Essentials for Business Writing, Customer Service, Marketing Administration, Marketing and Sales, Professional Selling, Project Management Fundamentals Level 1, Microsoft Project Level 1, and Principles of Selling
- **Graphics/Presentations**
Advanced level of proficiency in Microsoft PowerPoint, Microsoft Publisher, Photoshop Basic, and Illustrator Basics
- **Office Skills**
Internet Fundamentals, Office Procedures Levels 1 and 2, and basic level of proficiency in Microsoft Outlook
- **Job Readiness/Employability Skills**
Job Search and Résumé Writing, Employment Success Strategies, and Thought Patterns for a Successful Career

ELECTIVE COURSES

Students must complete two credits, according to courses selected, from any of these groups:

- Office Skills
- Word Processing
- Spreadsheets
- Accounting
- Graphics/Presentations