

Marketing Technology Diploma

Learn to use the latest marketing software to analyse data and configure applications used in digital marketing and customer relationship management. Receive hands-on training on customer relationship management (CRM) software platforms, and develop a set of job-ready skills in the CRM courses and be prepared to write CRM administrator certification exams upon graduation. Graduates may find employment in entry-level roles in brand management, traditional and digital marketing, and customer relationship management database administration.

Program Details

Intakes	Winter, Fall
Start Dates	January, September
Program Length	2 years
Campus Location	Downtown
Tuition Estimate for 2 years¹	\$38,635 (estimated based on 2023-24 rates, effective until August 2024)
Tuition Deposit¹	\$11,000 (\$10,000 of the tuition deposit is non-refundable)
PGWP Eligibility²	3 years
Admission Requirements <i>(Check English requirement equivalencies)</i>	<ul style="list-style-type: none"> English 12 with a C+ grade, or IELTS Academic overall 6.5 (with no band less than 6.0) Grade 12 graduation, or equivalent Math 11 Foundations or Pre-Calculus with a C+ grade
Program Page	http://www.vcc.ca/international/programs/program-areas/business/marketing-technology-diploma

When to Apply

For the start dates of this program (January, September), refer to **Winter, Fall**.

Intakes	Applications Open	Application Close Dates
Winter 2025 (January, February, March, and April start dates)	February 1, 2024	Many high demand programs fill quickly and may be closed shortly after the application period is open.
Spring/Summer 2024 (May, June, July, and August start dates)	June 1, 2023	
Fall 2024 (September, October, November, and December start dates)	October 1, 2023	Check application availability for updates.

Disclaimers

¹Tuition and other fees are approximate and subject to change due to yearly increases without notice. Students will be required to pay increased rates if the fees change at any time during the period of enrolment in the program. Tuition and other fees are payable on a continuous basis based on the courses in each program and when those courses are scheduled.

²Enrolment in a program does not guarantee approval for the PGWP (Post-Graduation Work Permit) as there are eligible requirements. Check the [IRCC website](#) for more information. All program information including tuition and other fees, course/program content, length, admission requirements, prerequisites, start/end dates, postponements, and/or cancellation is subject to change without notice.

VCC International Education

Downtown campus, 250 West Pender St., room 100, Vancouver, B.C. Canada V6B 1S9

Tel: 1.604.443.8600 ■ Email: study@vcc.ca

vcc.ca/international

Study at VCC

- Gain job readiness skills
- Learn practical education and hands-on training
- Study in small classes
- Receive outstanding student support and services
- Benefit from strong industry relations
- Connect to the large alumni network



[Check Student Success Stories](#)

Work in Vancouver

- Work part-time off campus (up to 20 hours per week) during studies, and full-time during scheduled breaks
- Work in Canada after graduation for up to 3 years*

Student Life

- Receive monthly student newsletters for updates about events, fun activities, and more
- Be part of the VCC International Peer Mentor Community to support one another
- Participate in informative, interactive, and fun events
- Attend useful workshops to learn about working and living in Canada
- Meet virtually or in-person with VCC International Student Services Team for support throughout your studies at VCC

Visit vcc.ca/international

Review program offerings, check admission requirements and tuition fees, find out how to apply, learn about studying and working in Canada, watch videos of VCC facilities and classes, see how alumni share their experiences, and more!

[VCC Programs](#)



[English Requirements](#)



[Download Info Guide](#)



[When to Apply](#)



[How to Apply](#)



[Application Availability](#)



[Tuition and Fees](#)



[Refund Policy](#)



[Join an Info Session](#)



[Contact VCC](#)



VCC International Education

Downtown campus, 250 West Pender St., room 100, Vancouver, B.C. Canada V6B 1S9
 Tel: 1.604.443.8600 ■ Email: study@vcc.ca
vcc.ca/international