



## Marketing Technology Diploma

Program Length	2 years
Intakes	Winter, Fall
Program Start Dates	January, September
Campus Location	Downtown
Tuition Estimate for 2 years	\$37,149 (estimated based on 2022-23 rates, effective until August 2023)
Tuition Deposit	\$10,200 (\$5,000 of the tuition deposit is non-refundable)

### Program Description

This program provides students with a solid foundation in business management in the first year of the program and an opportunity for more advanced, specialized study in marketing technology in the second year. Students will learn to use the latest marketing software to analyse data and configure applications used in digital marketing and customer relationship management. Students will have 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.

### Graduate Outcomes

Graduates may find employment in entry-level roles in brand management, traditional and digital marketing, and customer relationship management database administration.

### English Entrance Requirements

- English 12 with a C+ grade, or
- IELTS Academic overall 6.5 (with no band less than 6.0)

Check [www.vcc.ca/media/vancouver-community-college/content-assets/documents/international/english-reqs.pdf](http://www.vcc.ca/media/vancouver-community-college/content-assets/documents/international/english-reqs.pdf) for other equivalencies.

### Admissions Requirements

- Grade 12 graduation, or equivalent
- Math 11 Foundations or Pre-Calculus with a C+ grade

### Program Link

For detailed admission requirements, tuition and fee breakdowns, course listing and general program hours, visit <http://www.vcc.ca/international/programs/program-areas/business/marketing-technology-diploma>.

### 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](mailto:study@vcc.ca)

[vcc.ca/international](http://vcc.ca/international)



## When to Apply

Many high demand programs fill quickly, and may be closed shortly after the application period is open. Check [www.vcc.ca/international/future-students/apply/when-to-apply/](http://www.vcc.ca/international/future-students/apply/when-to-apply/) for more details.

**Marketing Technology Diploma:** refer to the **Winter, Fall** term(s) application open dates.

Intakes	Applications Open	Application Close Dates
<b>Spring/Summer 2022</b> (May, June, July, and August start dates)	June 1, 2021	Varies by program and seat availability Check the <a href="#">application availability chart</a>
<b>Fall 2022</b> (September, October, November, and December start dates)	October 1, 2021	
<b>Winter 2023</b> (January, February, March, and April start dates)	February 1, 2022	

## Application Availability

Many popular programs and selection programs may close applications earlier. To find out if a program is accepting applications, check [www.vcc.ca/ieavailability](http://www.vcc.ca/ieavailability).

## How to Apply

Email the following complete application package to [study@vcc.ca](mailto:study@vcc.ca) to begin the application process:

1. Application form and application fee payment
2. Passport Photo Page
3. Proof of English proficiency
4. Educational documents, such as transcripts and graduation certificates, with certified translation if applicable
5. Other program-specific requirements
6. Copy of Study Permit, if available

For more information about the application process, visit [www.vcc.ca/international/future-students/apply/](http://www.vcc.ca/international/future-students/apply/)

Download the application form here: [www.vcc.ca/international/future-students/apply/forms-and-documents/](http://www.vcc.ca/international/future-students/apply/forms-and-documents/)

## International Tuition and Deposit

Review the current tuition and deposit amounts at [www.vcc.ca/media/vancouver-community-college/content-assets/documents/international/international-programs-fees.pdf](http://www.vcc.ca/media/vancouver-community-college/content-assets/documents/international/international-programs-fees.pdf). Deposits are payable to accept a Letter of Offer and secure a seat in a program. The deposit amount will be deducted from the first term tuition fees.

## Tuition and Fee Increases

Tuition fees 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.

## Important Notice

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.

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