

# Digital Marketing and Marketing Analytics 2024-25 Program Handbook

# Digital Marketing and Marketing Analytics Program Handbook

## Table of Contents

Coordinator Welcome .....	2
1. Introduction .....	3
2. Program Credential and Courses .....	4
Digital Marketing and Marketing Analytics Course Planner .....	5
3. Class Guidelines.....	7
General Class Structure .....	7
4. Program Expectations .....	7
Attendance / Participation / Missed Tests & Assignments .....	7
Teamwork.....	8
Grading.....	8
Professionalism and In-class Behaviour .....	9
5. Academic Policies.....	10
Academic Integrity .....	11
Academic Integrity Sign-off.....	12
6. Resources and Support Services .....	13
Writing Centre .....	13
Student Success Centre.....	13
Degree Works.....	13
Academic Date Calendar.....	13
7. Contact Information .....	13

# Coordinator Welcome

Welcome to Confederation College and the Digital Marketing and Marketing Analytics Program

## **Program Overview:**

In this 2-year graduate certificate program, students refine their marketing, research, and analytical skills to build effective strategies in an AI-driven world. Furthermore, learners gain knowledge in successful business practices, communications, and problem solving in real-world scenarios. Our mission is to help students thrive in the workplace.

The program enables students to become proficient in the methods and techniques used in modern marketing environments. Students learn how to combine traditional marketing and communications best practices with digital marketing applications to develop successful marketing campaigns.

We look forward to helping you achieve your career goals!

Paul Sarkissian

Coordinator, Digital Marketing and Marketing Analytics



## **Coordinator Contact Information**

Paul Sarkissian

Office: 273

Tel: (807) 475-6522

Email: [Paul.Sarkissian@confederationcollege.ca](mailto:Paul.Sarkissian@confederationcollege.ca)

# 1. Introduction

We want you to be successful in this program. You have chosen it for good reason, and we are excited to work with you to help you succeed.

We designed this handbook to help you understand the expectations of this program, the policies of the college, and the resources available to you.

We work hard to make sure the information in this handbook is accurate. If any changes occur through this school year, you will be notified by email. Be sure to check that you are reading the handbook for the year we are in.

This handbook is specific to your program, but there are other general college policies that you also need to be familiar with.

These can be found

- On the [College website](#)
- In the [New Student Guidebook](#)
- In the [SUCCI Student Handbook](#)

The SUCCI Student Handbook provides details regarding Student Services, Safety and Security, Student Rights and Responsibilities and more.

It is the responsibility of each student to review and comply with the content in this handbook.

If there are any questions or concerns regarding the content in this handbook, please contact:

Program Coordinator: **Paul Sarkissian**

Email address: [Paul.Sarkissian@confederationcollege.ca](mailto:Paul.Sarkissian@confederationcollege.ca)

Student Success Advisor: **Shannon**

Email address: [Shannon.Maloney@confederationcollege.ca](mailto:Shannon.Maloney@confederationcollege.ca)

[Student Success Advisors - Contact Information | Confederation College](#)

We wish you all the best in your studies!

## 2. Program Credential and Courses

[Digital Marketing and Marketing Analytics Program Link](#)

### Explanation of credential and courses

2-Year Ontario College Graduate Certificate Program

The standard sequence of courses for the Digital Marketing and Marketing Analytics are as follows:

Semester 1		Semester 2	
CS 106	Intercultural Communication	CS 220	Business Communications
DI 100	Marketing Essentials	DI 200*	Social Media Applications and Measurement I
DI 101	Cross Cultural Communications & Negotiations	DI 201	Transmedia Storytelling and Digital Post Production
DI 102	Audio/Visual Storytelling I	DI 202	Social Media & Internet Marketing
DI 103	Professional Development	EN 400	Entrepreneurship
GB 317	Business Law		

Semester 3		Semester 4	
DI 303	Integrated Marketing Communications	DI 400	Data Integrity and Organization
DI 304	Consumer Behaviour	DI 401*	Capstone Project
DI 300*	Social Media Applications and Measurement II	DI 402	Ethics, Responsibility and Sustainability
DI 301	Qualitative Research for Digital Marketing	GB 501	Project Management
DI 302	CRM Process and Patterns	SY 066	Sociology of Community: The Indigenous Context

Some courses require students to successfully complete pre-requisite courses to take the next course. Courses marked with an asterick (\*) require pre-requisite courses.

DegreeWorks is a web-based assessment tool to assist you in tracking your progress throughout your program.

Please refer to [Degree Works](#), or reach out to your Coordinator or Student Success Advisor if you have any questions or concerns about missed pre-requisite courses.

# Digital Marketing and Marketing Analytics Program Planner

**Course Planner Checklist** Name: \_\_\_\_\_ Student # \_\_\_\_\_

Full-Time Program Requirements	✓ have (Grade)	X <i>need</i>
<b>SEMESTER 1</b>		
CS 106 Intercultural Communication		
DI 100 Marketing Essentials		
DI 101 Cross Cultural Communications & Negotiations		
DI 102 Audio/Visual Storytelling I		
DI 103 Professional Development		
GB 317 Business Law		
<b>SEMESTER 2</b>		
CS 220 Business Communications		
DI 200 Social Media Applications and Measurement I		
DI 201 Transmedia Storytelling and Digital Post Production		
DI 202 Social Media & Internet Marketing		
EN 400 Entrepreneurship		

<b>Full-Time Program Requirements</b>	<b>✓ have (Grade)</b>	<b>X need</b>
<b>SEMESTER 3</b>		
DI 303 Integrated Marketing Communications		
DI 304 Consumer Behaviour		
DI 300 Social Media Applications and Measurement II		
DI 301 Qualitative Research for Digital Marketing		
DI 302 CRM Process and Patterns		
<b>SEMESTER 4</b>		
DI 400 Data Integrity and Organization		
DI 401 Capstone Project		
DI 402 Ethics, Responsibility and Sustainability		
GB 501 Project Management		
SY 066 Sociology of Community: The Indigenous Context		

DegreeWorks is a web-based assessment tool to assist you in tracking your progress throughout your program.

Please refer to [Degree Works](#), or reach out to your Coordinator or Student Success Advisor if you have any questions or concerns about courses.

## 3. Class Guidelines

Our goal at Confederation College is to create open, inclusive, and respectful learning environments for everyone – students, professors, and staff.

In order to maintain this kind of learning environment, we have created policies and procedures that outline the rights and responsibilities of students and professors.

Policies regarding Academic and Personal conduct are on the College website ([link provided](#)) and also on page 10 of this handbook. We expect all students to review and follow these policies.

Policies below are specific to the **Digital Marketing and Marketing Analytics** program.

### General Class Structure

On the first day or two of a class your professors will inform you of specific class rules and provide you with a course outline. This outline will describe the course, outline your assignments, explain the grading system. Along with the outline, you will be provided a class schedule with important dates and deadlines. Usually, this information is posted in Blackboard, so refer to it often to avoid missing any deadlines.

Professors will use your college email address and/or Blackboard as a means of communication.

It is your responsibility to check your college email regularly.

## 4. Program Expectations

### Attendance / Participation / Missed Tests & Assignments

- Success is directly related to attendance. It is expected that you will attend all classes.
- Absences for legitimate and documentable reasons do occur BUT **your professors need to be made aware either prior to, or immediately following the absence.** Waiting to contact a Professor for multiple weeks or months is not acceptable.
- If you are absent from class, you must find out what you missed from your classmates or professor. Your professor will not come to you or re-teach the material.
- Legitimate and documentable reasons for missing class need to be discussed in advance with your Professor. Examples include the following:
  - Illness or Medical Emergency:  
If you are sick or experience a medical emergency, you should inform your professor as soon as possible, preferably before the class.
  - Court summons, jury duty:  
A court summons or jury duty notice serves as documentation.
  - Death of family member:  
Documented through discussion with your Professor.



- Unacceptable reasons for missing class include the following:
  - Procrastination or poor time management
  - Sleeping in
  - Vacation
  - Work
- If you miss a test/exam/quiz without a legitimate reason, you may receive a grade of zero (0).
- Some courses allow a comprehensive test to replace one missed test grade of zero (0). Some courses do NOT allow this. Consult your professor to determine if this is an option.
- If you miss an in-class assignment or activity (ones that are given and completed within the scheduled class time) without a legitimate reason, you will receive a grade of zero (0).
- Assignments, projects, essays, etc. (given as "homework" with a due date) are due on the assigned date. Late submissions will be penalized as per each professor's guidelines. Please ensure you are aware of the deductions for every course, as this will likely vary depending of your professor.
- You CANNOT submit a semester's worth of work at the end of the semester. Assessments are continuous throughout the semester.
- The last day of the semester is the final day to submit work. Beyond that date, work will not be accepted, unless previously discussed with and approved by your Professor.
- Assignments are to be submitted in the manner prescribed by your Professor. For example, some Professors require assignments to be submitted via hard copy while others will accept electronic attachments (via email and/or Blackboard Dropbox). Follow the submission instructions provided by your Professor for each assignment. Professors are NOT required to print off your papers or projects, etc. This is YOUR responsibility.

## **Teamwork**

A significant amount of group work is required in this program. Individual students are expected to be full participants in, and contributors to, each group-based project/assignment within the program coursework.

Individual students who fail to meet this expectation, without documented extenuating circumstances may receive a failing grade in the project/assignment. Guidelines will be provided outlining the requirements of group work by individual faculty members. Expectations will vary among faculty and students are expected to ask questions if they are not clear.

## **Grading**

To be successful in the program, you must not only obtain a minimum of 50% in each course but also an overall average of 60%.

Course Evaluation and Grading Policy Ch5-s1-01 can be found on the [Academic Policies webpage](#).

## Professionalism and In-class Behaviour

- **Conduct yourself as a professional.** This includes your emails and interactions in the classroom and labs with faculty and classmates. Address your colleagues and teachers with respect both online and in-person.
- **Bring a drink or small snack to class if you need.** (Certain lab/shop environments prohibit this, so ask your professor if you are unsure). Dispose of your own garbage.
- **Turn off your cell phone in class.** If you must answer a call, leave the classroom quietly so you do not disturb the class. Tell your professor before class if you are expecting a call that you will have to answer.
- **Focus on what's happening in class.** Talking to or distracting classmates while the professor is speaking is considered disrespectful and disruptive.
- **Arrive on time to class.** If you are late, enter the classroom as quietly and discreetly as possible. Some teachers require students to wait for a break to enter the class if they are late. If you need to leave the class early, try to leave at a break and explain to your professor why you need to leave.
- **Ask for help when you need it.** We have many supports available to all students to help them be successful.
- **Participate during the class.** Students are encouraged to pay attention, take notes, participate in classroom discussions and activities
- **Ask for permission before recording lectures.** Because of the disclosures that occur in many class discussions, professors have the ability to deny this request.

### Additional expectations:

- **Have reasonable expectations regarding email/telephone response times.** Messages sent at late hours or on weekends will not be responded to until appropriate working hours.
- **Leave clear messages.** When leaving messages for professors, always (and clearly) include your full name, contact information, and specific class, as well as your question or concern.
- **Keep track of appointments.** If you schedule a meeting outside of class time with your professor, be sure to add it to your calendar and attend. If you cannot make an appointment, contact your professor beforehand to let him/her know you will not be showing up.
- **Know the start date and end date of each semester, as well as dates for any holidays or breaks.** (All relevant dates are identified in your SUCCI Student Handbook.) Early departure at the semester's end, early departure or late return at Student Success Week, or other scheduled vacation during the academic semester is not considered as an 'extraordinary circumstance.' You will NOT be granted permission to write tests or exams earlier or later to accommodate this.

## 5. Academic Policies

Students should familiarize themselves with the following College policies:

Charter of Students' Rights & Responsibilities: Ch5-s5-03

Course Evaluation and Grading Policy: Ch5-s1-01

Student Code of Conduct: Ch5-s5-02

Academic Integrity: Ch5-s5-01 (Sign-off Required, see page 12)

Use of Electronic Devices in Class: Ch5-s5-06

Academic Appeal Policy: Ch5-s1-02

**A complete list of Confederation College Policies and Procedures** can be found on the website, or accessed through the link below:

[Link to main Academic Policies and Procedures webpage](#)

# Academic Integrity

**Purpose:** Academic integrity is central to the mission of Confederation College. Commitment to academic integrity supports the mutual respect and learning that our community values. The Academic Integrity Policy and Procedure reflect these values.

**Scope:** Applies to all students and staff to guide behavior and support learning.

**Academic Integrity:** Having academic integrity means acting fairly and honestly when engaging in academic activities. By having and applying an Academic Integrity Policy and Procedure, Confederation College ensures graduates complete their studies fairly and honestly through hard work and dedication, and thus are well-prepared for their future careers.

**Definition of Academic Dishonesty:** A violation of academic integrity. Academic dishonesty takes the form of any kind of cheating in academic work, including taking credit for the work of others without crediting them, misrepresenting one's own work, fabricating information, and facilitating academic dishonesty by others.

Examples of academic dishonesty include, but are not limited to, the following:

- Plagiarism: representing the words or ideas of someone else as one's own including copy and pasting from internet, as well as failing to attribute any of the following: quotations, paraphrases, or borrowed information.
- Unauthorized use of artificial intelligence: utilizing AI and specifically foundational models to create writing, computer code, or images from minimal human prompting and presenting that work as one's own is an academic offense. There will be times when you are able to utilize generative artificial intelligence for productive and ethical academic use, but these instances will be guided and introduced by your faculty as part of your learning.
- Cheating: using or attempting to use unauthorized information or materials in any academic exercise; copying from one's own or someone else's work; representing someone else's work as one's own; or violating rules and policies governing examinations, such as bringing pre-written work into an in-class examination or talking during examination or accessing information via the internet.
- Fabrication: inventing or falsifying data, citations, or information.
- Facilitating academic dishonesty: intentionally helping or trying to help someone else commit an act of academic dishonesty.

**Consequences:** Violations may result in failing grades, suspension, or expulsion. Violation may also entail being recorded in the online tracking tool.

**Procedure for Students:**

- Read and become familiar with College policy and faculty expectations regarding academic integrity, as stated in the course outline.
- Seek clarification of principles and practices of academic integrity from the faculty and/or other academic resources, such as librarians, tutors, or the writing center, before completing assignments or attempting examinations.
- Cooperate with faculty if issues of Academic Dishonesty arise.

**Academic Integrity Sign-off**

Sign-off shows acknowledgment of your commitment to uphold academic integrity and understanding of the consequences for academic dishonesty, including specific examples provided.

I, \_\_\_\_\_ (print name), have read and understand the Academic Integrity information and policy contained in the Digital Marketing and Marketing Analytics handbook.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 6. Resources and Support Services

### Writing Centre

<https://www.confederationcollege.ca/department/tutoring/writing-centre>

### Student Success Centre

<https://www.confederationcollege.ca/department/student-success-centre>

### Degree Works

<https://www.confederationcollege.ca/department/registration/degreeworks>

### Academic Date Calendar

<https://www.confederationcollege.ca/department/admissions/registration-services>

## 7. Contact Information

Program Coordinator:

**Paul Sarkissian**

Ph: 807-475-6522

Email: [Paul.Sarkissian@confederationcollege.ca](mailto:Paul.Sarkissian@confederationcollege.ca)

Please refer to your timetable & Blackboard course sites for additional faculty and their contact information.

Student Success Advisor:

**Shannon Maloney**

Ph: 807-475-6388

Email: [Shannon.Maloney@confederationcollege.ca](mailto:Shannon.Maloney@confederationcollege.ca)

Dean:

**Richard Gemmill**

Ph: 807-475-6305

Email: [Richard.Gemmill@confederationcollege.ca](mailto:Richard.Gemmill@confederationcollege.ca)

Associate Dean:

**Joel Scherban**

Ph: 807-475-6134

Email: [Joel.Scherban@confederationcollege.ca](mailto:Joel.Scherban@confederationcollege.ca)

International Education:

Email: [international@confederationcollege.ca](mailto:international@confederationcollege.ca)