

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approval etc...)

Digital Communications Management

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2020

### **FANS01376 Digital Communication Management CVS Application (funded)**

Fanshawe College

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Ontario College Quality Assurance Service

Service de l'assurance de la qualité des  
collèges de l'Ontario

## Digital Communication Management

Fanshawe College | APS # FANS01376 | MTCU # 72005  
Ontario College Graduate Certificate | Funding requested - full-time

### Purpose

Digital Communication Management is a two-semester Ontario College Graduate Certificate program that is intended to prepare students to deliver messages in today's increasingly connected media environment. It is designed for students who want to expand their skills in the production and management of social media, media communications, video and audio production, photography, web and digital design. Graduates will be able to leverage these skills in content strategy and curation, as well as user experience and design to develop significant opportunities for employment in almost any sector that wishes to engage or educate an audience.

### Admission

Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent.

Applicants whose first language is not English will be required to demonstrate proficiency in English by one of the following methods:

- A Grade 12 College Stream or University Stream English credit from an Ontario Secondary School, or equivalent, depending on the program's Admission Requirements
- Test of English as a Foreign Language (TOEFL) test with a minimum score of 88 for the Internet-based test (iBT), with test results within the last two years
- International English Language Testing System (IELTS) Academic test with an overall score of 6.5 with no score less than 6.0 in any of the four bands, with test results within the last two years. SDS Program Requirements.
- Canadian Academic English Language (CAEL) test with an overall score of 70 with no score less than 60 in any of the four bands, with test results within the last two years
- Pearson Test of English Academic (PTE) with a minimum score of 59, with test results within the last two years
- A Cambridge English Test (FCE/CAE/CPE) with an overall score on the Cambridge English Scale of 176 with no language skill less than 169, with test results within the last two years
- An English Language Evaluation (ELE) at Fanshawe College with a minimum score of 75% in all sections of the test, with test results within the last two years
- Fanshawe College ESL4/GAP5 students: Minimum grade of 80% in ESL4/GAP5 Level 9 or 75% in ESL4/GAP5 Level 10

### Occupational Areas

Graduates may find employment in many sectors that communicate with internal or external audiences using digital media. These include marketing and advertising agencies as well as many

organizations with in-house communication departments. The NOC for this program would be: 1123 Professional occupations in advertising, marketing and public relations. In the Fanshawe College area numbers show that there are employed 1,363 people employed in the professional occupations in advertising, marketing and public relations. This number is expected to increase by 13.5% over the next four years. The Ontario government projects an above average job outlook rating and forecasted a projected change in employment levels from 2017 - 2021 of 7.1% - 8%.

Job titles may include: digital communications specialist, multi-media content creator, digital editor, content writer, digital media coordinator, etc.

## Laddering Opportunities

As a graduate certificate, some courses may be eligible to be applied toward a degree in communications at a variety of universities. Courses offered in this program may also serve as internal credits if students choose to take a second graduate certificate program at including Marketing Management, Advanced Communication for Professionals (ADC1), or Public Relations - Corporate Communications (COR3).

Students in the following program fields may enter into this program: Business - Marketing, Broadcast Journalism, Broadcast-Radio, Broadcast Television and Film Production, as well as Interactive Media Design.

## Program VLOs

1. Create and distribute content for a range of platforms using multimedia and interactive tools
2. Conceptualize, develop and manage the implementation of multi-platform programming based on convergence skills to enhance user experience.
3. Apply analytical and creative skills to refine the layout and development of a variety of communication materials to increase audience engagement.
4. Cultivate strategies for personal and professional development to enhance work performance and maximize professional opportunities, including self-employment.
5. Comply with professional communications industry standards, practices and ethics and copyright law in the development and delivering of content for diverse audiences.
6. Apply data analytics skills in the strategic development of communication materials that align with the client's goals.
7. Employ creative techniques and problem-solving skills to enhance audience engagement with communication materials.

## Curriculum

- **DIPM-71X1 - Digital Project Management** (Semester 1 - 45.00 hours)

Project management is a crucial skillset required in today's fast-paced work environment. This course provides students with an overview of project management skills and the tools needed to deliver successful projects on time and on budget. Students will learn the fundamental principles of project management including assessment, needs analysis, building timelines, budgets, project planning, and meeting deadlines.

- **WRIT-71X2 - Writing for Digital Media 1** (Semester 1 - 45.00 hours)  
 In this course students will learn essential skills in terms of creating content for a variety of platforms and audiences. Particular emphasis will be on how to create engaging content that will promote brands, build awareness, and increase audience engagement for creative storytelling. Students will also learn about gender bias and cultural considerations.
- **MGMT-71X3 - Organizational Behaviour and Ethics** (Semester 1 - 45.00 hours)  
 Being a valued employee means you not only have the required skills for the job but also that you understand how to be successful in the workplace environment. In this course students will learn about motivations, team building, leadership, and group dynamics in order to understand what they bring to the team and how to work effectively in teams. Issues related to conflict resolution, leadership, ethics and cross-cultural communication will also be explored.
- **DSGN-71X4 - Digital Media and Design 1** (Semester 1 - 45.00 hours)  
 This course will engage students in the development of visually effective graphic materials for a variety of channels and audiences. The course will introduce students to design principles and technical skills in order to create effective design projects using industry-standard software.
- **MMID-71X5 - Multimedia Production 1** (Semester 1 - 45.00 hours)  
 This course will explore the process of sound and video when creating multimedia stories. Key concepts will include an introduction to audio and video hardware and software, as well as audio and video editing techniques.
- **SMSA-71X6 - Social Media Strategy** (Semester 1 - 45.00 hours)  
 This course teaches students best practices in terms of creating and managing social media strategies in order to increase engagement, build a brand, and protect its online reputation. Social media analytics will also be covered in order for students to be able to create and interpret analytic reports and provide meaningful recommendations.
- **DIGA-72X7 - Digital Analytics and Optimization** (Semester 1 - 45.00 hours)  
 Students will learn the various insight tools in order to improve search engine ranking, reach and engagement.
- **BUSI-72X1 - Business and Entrepreneurial Skills** (Semester 2 - 45.00 hours)  
 This course gives students insight into the functions of a small to medium sized business as well as the opportunities and challenges related to entrepreneurship. Students will prepare and defend a business plan for a new business. Topics include customer acquisition in terms of prospecting, networking and referrals; accounting principles and strategies; legal issues and risk management; leadership and ethics; market research and marketing plans for the small business.
- **WEBD-72X2 - Web Development and Content Management** (Semester 2 - 45.00 hours)  
 Students will be introduced to different CMS platforms and learn how to manage website content effectively. Topics will also include creating a website within the context of the organizational goals, target audiences, landing pages, mechanics, SEO, usability, AODA compliance, and security/privacy and legal issues.
- **MMKT-72X3 - Digital Marketing Strategy** (Semester 2 - 45.00 hours)  
 In this course students will learn how to apply best practices in digital marketing including how to create and interpret campaign reports. Students will also research the latest trends in digital marketing.
- **DSGN-72X4 - Digital Media and Design 2** (Semester 2 - 45.00 hours)  
 This course will build on the foundational knowledge gained in Visual Design 1. Students will work on branding elements, graphics for social media, as well as content for other digital platforms. The creative process is explored, outlining key concepts used to foster innovative thinking.
- **MMID-72X5 - Multimedia Production 2** (Semester 2 - 45.00 hours)  
 Students will learn how to create and edit compelling brand videos using industry standard

software. Time and project management skills are emphasized to reflect the demands of the media production industry.

- PORT-72X6 - Digital Communication Portfolio Development** (Semester 2 - 45.00 hours)  
 The capstone course gives students the opportunity to plan and execute a major digital media project. Students will plan, pitch, launch, maintain, and evaluate their projects with the support and feedback of their instructor and peers. Students will present their completed capstone project to peers and industry professionals.
- WRIT-72X7 - Writing for Digital Media 2** (Semester 2 - 45.00 hours)  
 Building on the skills in Writing for Digital Media 1, students continue to work on more advanced copywriting and editing for a variety of platforms and channels. Storyboard development and the writing video scripts will also be covered.

## VLO Mapping

Code	1	2	3	4	5	6	7
DIPM-71X1		X		X			
WRIT-71X2	X	X	X		X	X	X
MGMT-71X3				X	X	X	
DSGN-71X4	X	X	X		X	X	X
MMID-71X5	X	X	X		X	X	X
SMSA-71X6	X	X	X			X	
DIGA-72X7		X	X				
BUSI-72X1			X	X	X	X	X
WEBD-72X2	X	X	X		X	X	X
MMKT-72X3	X	X	X		X	X	
DSGN-72X4	X	X	X		X	X	X
MMID-72X5	X	X	X		X	X	X
PORT-72X6	X		X	X	X	X	X
WRIT-72X7	X	X	X		X	X	X

## Certification/Accreditation

**Certification type:**

There is no recognition (None exist)

**Attachments**

None

## Contact Information

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