

Digital Marketing with Co-op

| Semester 1 (14 weeks) | | |
|--------------------------|--|-------|
| Course Code | Course Title | Hours |
| DMK101 | Introduction to Marketing and Branding | 60 |
| DMK102 | Search Engine Optimization | 60 |
| DMK103 | Website Building and Design | 60 |
| DMK104 | Google Analytics | 60 |
| Total | | 240 |
| Semester Break (3 weeks) | | |
| Semester 2 (14 weeks) | | |
| Course Code | Course Title | Hours |
| DMK105 | Managing Sponsored Social Media | 60 |
| DMK106 | Pay-per-click Marketing | 60 |
| DMK107 | Campaign Management | 60 |
| DMK108 | Copywriting | 60 |
| Total | | 240 |
| Semester Break (3 weeks) | | |
| Semester 3 (14 weeks) | | |
| Course Code | Course Title | Hours |
| | Co-op Placement Term 1 | 240 |
| Semester Break (3 weeks) | | |
| Semester 4 (14 weeks) | | |
| Course Code | Course Title | Hours |
| | Co-op Placement Term 2 | 240 |
| Total | | 240 |

Digital Marketing with Co-op | ACCELERATED

| Semester 1 (14 weeks) | | |
|--------------------------|---|-------|
| Course Code | Course Title | Hours |
| HTM101 | Hospitality Career Readiness | 60 |
| HTM102 | Introduction to Hospitality and Tourism | 60 |
| HTM103 | Front Office Operations | 60 |
| HTM104 | Food and Beverage Operations | 60 |
| Total | | 240 |
| Academic Break (3 weeks) | | |
| Semester 2 (14 weeks) | | |
| Course Code | Course Title | Hours |
| ACC105 | Hospitality Accounting | 60 |
| HTM106 | Food Sanitation, Safety and Health | 60 |
| CUS107 | Customer Service | 60 |
| OBB108 | Organizational Behaviour in the Hospitality Industry | 60 |
| Total | | 240 |
| Academic Break (3 weeks) | | |
| Semester 3 (14 weeks) | | |
| Course Code | Course Title | Hours |
| | Co-op Placement Term 1 | 480 |
| Total | | 480 |