SOCIAL MEDIA AND DIGITAL COMMUNICATION IN BUSINESS
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
July 29 – August 16, 2019 (3 weeks)

COURSES
1. CURRENT TRENDS IN DIGITAL COMMUNICATIONS (30 HOURS)
Whether you have knowledge and experience in one or more digital applications, or almost none, this course will ensure your grasp of digital media is comprehensive, solid and up to date. It will give you a broad overview of the technology, its current uses in organizations and society, and its potential and implications for the future. It will provide knowledge and skills that form a strong base for immediate application. Topics covered include: principles of digital communication; overview of current uses of internet-based media in public relations, direct marketing, internal communications, fundraising, consumer relations and reputation management; trends and best practices in digital and social media technologies; effective online community management.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)
The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEF IBT 79 or equivalent). There are no other prerequisites.

FEES
→ Tuition Fees: $2175 CAD
→ Ancillary Fees: $320 CAD
→ Total Program Fees: $2495 CAD (≈ $1895 USD*)

→ Fees include:
  → International Health Insurance
    (for non-Canadian residents)
  → Course material
  → McGill Record of Study
  → Attestation of Completion of Program
  → Orientation session
  → Welcome and Farewell receptions

→ Optional:
  → Accommodation (Double Occupancy): $825 CAD ($625 USD*)
  → Cultural and social activities (Fees to be announced)

→ Not included:
  → Meals

*Invoicing is in Canadian dollars, USD pricing based on the Jan. 10, 2019 rate is for comparative purposes only and is subject to change.