



**DAY | 3 SEMESTERS**  
900 hours

**AEC**  
NWY.1X

The virtual world is now unavoidable, and demand for community managers grows every day. Social media is truly important for clients, whether used to generate customer loyalty or improve the customer experience. This means that responsiveness is important in terms of implementing changes, and developing, operating and expanding businesses.

Community managers are responsible for the organization's brand—they take charge of its reputation and inform the company of the competition's practices and industry trends. They analyze the situation to gauge the efficacy and functioning of the strategies in place, with the aim of improving future actions.

The Social media strategy AEC teaches students how to develop, write and optimize promotional texts online, communicate with different web communities, and prevent and manage crises.

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## Diploma

This program leads to an Attestation of College Studies (AEC).

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## Bring Your Own Device

The use of a laptop computer is mandatory. This laptop must be equipped with the Windows operating system to work with all software. Standard or student license software must be installed when requested by teachers.

We recommend purchasing an external numeric keyboard if your laptop does not already have one.

Mandatory software: MS Office suite (Word, PP, Excel)

## Admission Criteria

High school diploma (DES) or equivalent or considered to have a sufficient level of education and meet the College Education Regulations:

Applicants are eligible for a study program leading to an attestation of college studies (ACS) if they have a level of education that is deemed sufficient by the college and they meet one of the following criteria:

- They interrupted their full-time studies or pursued full-time post-secondary studies for at least 2 consecutive semesters or 1 school year
- They are covered by an agreement between the college and an employer or they are benefiting from a government program
- They interrupted their full-time studies for one semester and pursued full-time post-secondary studies for one semester
- They have earned a diploma of vocational studies



## Concentration Courses

- Writing for web (60 h)
- Web communication strategies (60 h)
- Web strategy (45 h)
- Digital graphic design (60 h)
- Web project management (60 h)
- Social media planning (75 h)
- Optimizing social media (75 h)
- Interacting with an online community (75 h)
- Internship (390 h)

\* The College reserves the right to substitute some courses.

## Methods of Instruction

On-campus

- At the Montréal campus

## Career Prospects

Graduates will have the opportunity to work in responsible positions such as:

- Community manager
- Community manager and digital content creator
- Digital communication specialist
- Social media and content creation specialist
- Communication and social media specialist
- Social media manager
- Community manager and digital communication specialist
- Content creator
- Digital marketing coordinator
- Social media and web communication manager
- Communication and social media manager
- Social media and web content coordinator
- Social media marketer
- Web strategist
- Social media strategist

