

BETTER JOBS ONTARIO: COST BREAKDOWN ESTIMATE & SESSIONAL DATES

Program: Social Media (SMD - SY)
Credential: Ontario College Graduate Certificate
Campus: Seneca@York
Address: 70 The Pond Road Toronto, ON M3J 3M6
Program Length: 2 Terms (1 Year)
Start Date: 9/5/2023

Term Dates:

TERM	START	STOP	BREAKS	Hours/ Week
Fall 2023	Sept 5, 2023	Dec 13, 2023	Oct 23, 2023 - Oct 27, 2023	21
Winter 2024	Jan 8, 2024	Apr 19, 2024	Feb 26, 2024 - Mar 1, 2024	21

NOTE

The above dates represent the best information available on the academic schedule at the time of issuing. The College reserves the right to make changes as required. Should changes occur, the revised critical dates will be forwarded to Seneca students.

Total Cost Estimates:

Tuition Fees	\$5,931.34
Books and Supplies	\$400.00

NOTE

Book and Supply Costs are approximate and do not include transportation, field trip or work integrated learning fees. Fees are subject to change.

As a Better Jobs Ontario applicant, you are expected to make a \$500.00 non-refundable deposit towards your tuition by the due date that appears on your online Student Center. You must pay the remainder of your tuition fees in full by the first day of classes or a \$150.00 late fee will be added to your fees. If your \$500.00 deposit is not received, you will lose your seat in the program.

Notification of withdrawal must be directed to the Registrar's Office in writing (by *regular* mail or in person) in order to be eligible for appropriate fees refund where applicable. Withdrawal from the College before the tenth day of scheduled classes will result in a refund of full tuition fees paid, less \$500.00. If withdrawal occurs after the tenth day of scheduled classes, no tuition fees from that term will be refunded. Fees collected for future terms will be refunded.

Tuition Fee Policy: <https://www.senecacollege.ca/about/policies/tuition-fee-and-refund-policy.html>

Tuition Fees breakdown: <https://www.senecacollege.ca/registrar/fees.html>

Books and Supplies breakdown: <https://www.senecacollege.ca/registrar/fees.html>

Employment Opportunities:

The digital landscape is continually changing the business and communications practices of organizations. Seneca's Social Media program is an eight-month intensive social media launchpad into this space. This social media graduate certificate program is specifically created to make you the one with the current knowledge and applicable, hands-on social media experience. You will be prepared to strategically assess and execute opportunities in marketing, public relations, communications, employee recruitment and engagement. Upon graduation you may find yourself working as a brand ambassador, community manager, content strategist, customer relations specialist, digital content manager, digital media manager, digital marketing manager, director of marketing, director of customer engagement, interactive marketing manager, marketing co-ordinator, social analytics manager, social media analyst, social media co-ordinator, social media community manager, social media content curator, social media specialist or social media strategist within organizations in the for profit, not-for-profit, government and academic sectors.

For further information, please contact our Student Recruitment Department at Student.Recruitment@senecacollege.ca.

If you are approved for Better Jobs Ontario Funding, you will be required to submit a signed copy of your contract to the Admissions Office.