Talent **MATCH**

Marketing, Graphic, and Digital Design
A Simplified Recruitment Guide

Are you looking to hire a student to support your marketing needs? The following guide lists post-secondary institutions with programs that include work-integrated learning (WIL) focused on graphic, web and digital design; marketing and communications; and business and commerce programs with a marketing focus. The WIL in these programs can include co-ops, practicums, or a project-based element.

It's important to note that **while the following programs are sorted based on the primary area of study, there is often overlap between categories**. For example, a student studying communication design can perform graphic design tasks as well as social media marketing. Meanwhile marketing students may have experience with video editing. Suitable roles for communications or marketing students are similar to those studying business or commerce with a marketing focus. However, business or commerce students may have taken courses in accounting, data analytics, and sales, while those studying communication or marketing may be more focused on content creation, writing, and public relations.

For more information on programs and what students learn, visit the schools' websites.

Most work terms are semester based and are indicated with the following symbols:🍁 Fall (Sept.-Dec.), ❄Winter/Spring (Jan.-April), or ☀Summer (May-Aug.), however some placements have more specific timing, which is noted below. **The best time to start recruiting is at least two months before the start of the semester.** All programs require students be paid except those with a * (which are unpaid) or a + (which prefers a stipend be paid or offers the option of either paid or unpaid placements).

We suggest casting a wide net and recruiting from multiple schools to find the student that's right for the role you are hiring for. **Use ACE-WIL's Post an Opportunity portal to recruit from multiple schools at once:** *acewilbc.ca/post-an-opportunity*.

Graphic Design; Media & Digital Arts; Video Production; Web Design; App Development

Some programs are specialized in specific areas of design or production, while others are more broad. Also, some Computer Science programs may be suitable for website design projects, however, they are not listed here.

Program	Timing	Duration
BCIT: New Media Design & Web Development	🍁 ☀ ❄	300+ hours
BCIT: Digital Design & Development +	April-May	256 hours
BCIT: Graphic Communications Technology Management +	April-May	80 or 240 hours
BCIT: Master of Digital Media [1] +	☀ ❄	Project-based; 4 or 8 months
Camosun College: Digital Communications Certificate or Digital Production, Writing and Design	🍁 ☀ ❄	300 hours
Capilano University: Bachelor of Design in Visual Communication (Industry Practicum) +	❄	240 hours
Capilano University: Bachelor of Motion Picture Arts +	❄	72 hours
College of New Caledonia: Web and Graphic Design Professional Internship +	❄	80+ hours
Emily Carr University of Art & Design: Communication Design [2] or Interaction Design [3]	🍁 ☀ ❄	96-288+ hours
Kwantlen Polytechnic University: Graphic Design for Marketing *	February	120 hours

Program	Timing	Duration
Selkirk College: Digital Arts: Co-op	☀	420 hours
Selkirk College: Digital Arts: Professional Practices *	February	Project-based; up to 6 weeks
Simon Fraser University: Interactive Arts & Technology	🍁 ☀ ❄	420 hours
University of British Columbia Okanagan: Media Studies	🍁 ☀ ❄	420 hours
University of the Fraser Valley: Graphic + Digital Design	🍁 ☀ ❄	420 hours
University of the Fraser Valley: Digital Media Practicum *	🍁 ☀ ❄	90 or 280 hours
University of Victoria: Combined Major in Visual Art & Computer Science; Digital & Interactive Media in the Arts	🍁 ☀ ❄	420 hours
Vancouver Community College: Studio Nuvo [4] +	Excluding September and December	Project-based; up to 6 weeks
Vancouver Community College: Graphic Design Final Practicum [5] *	June or October	120 hours
Vancouver Island University: Graphic Design	☀	240-420 hours

1. projects must be research & development focused such as video game design, website development, 3D & 2D arts, programming, project management, and sound; organizations are charged a project fee with discounts available to non-profits
2. preference given to employers who have a mentor working in Design
3. preference given to employers who have a mentor working in Interaction Design
4. employers act as clients; not an in-house position; project fee, waived for non-profits
5. student must be supervised by senior designer

Marketing, Communications, and/or Publicity:

Students from liberal arts (ie English, Humanities, etc) are often suited for, and interested in communications and marketing roles, as are students studying Creative Writing, Journalism, and Publishing, however those programs are not listed here.

Program	Timing	Duration
BCIT: Marketing Management (Communications Option) +	March-May	288 hours
Capilano University: Communications Practicum +	☀️ ❄️	240 hours
Capilano University: Stategic Communications (class) [6] *	❄️ 🍁	project-based
Capilano University: Project Group in Media Campaigns (class) [7] *	February-March	80-160 hours
College of the Rockies: Marketing	☀️	500 hours
Douglas College: Communications Post-Degree Diploma [8] *	🍁 ☀️ ❄️	project-based
Douglas College: Communications Professional Experience	☀️	100 hours

Program	Timing	Duration
Douglas College: Marketing Practicum [9] *	🍁 ☀️ ❄️	project-based
Douglas College: Marketing Diploma Co-op	🍁 ☀️ ❄️	420 hours
Kwantlen Polytechnic University: Marketing	🍁 ☀️ ❄️	420 hours
Kwantlen Polytechnic University: Public Relations	🍁 ☀️ ❄️	420 hours
Okanagan College: Marketing Diploma	🍁 ☀️ ❄️	420 hours
Royal Roads University: Professional Communications	April or June	75-100 hours
Simon Fraser University: Communication	🍁 ☀️ ❄️	420 hours
University of British Columbia: Media Studies	🍁 ☀️ ❄️	420 hours

6 students develop a communications plan with employers acting as clients; not an in-house position

7, 8, 9 employers act as clients; not an in-house position

Business or Commerce with a Marketing Focus

The following is limited to programs that allow students to major or specialize in marketing. Students studying in other Business Administration or Commerce programs often learn marketing techniques as well. For a more comprehensive list of Business Programs, see our Business Recruitment Guide. BBA is an acronym for Bachelor of Business Administration, but has been shorten for brevity.

Program	Timing	Duration
Camosun College: BBA, Business Administration Diploma, and Post-Degree Diploma	🍁 ☀️ ❄️	420 hours
Capilano University: North American Business Practicum + or BBA	🍁 ☀️ ❄️	450 hours
Capilano University: BBA Practicum	🍁 ☀️ ❄️	120 hours; max. 15 hours per week
Douglas College: Business Admin Co-op	🍁 ☀️ ❄️	420 hours
Douglas College: Commerce & Business Admin Internship +	🍁 ☀️ ❄️	180 hours (part time over 4 months)
Langara College: BBA Practicum + or Co-op	🍁 ☀️ ❄️	up to 420 hours
Langara College: Post-Degree Diploma in Business Administration or Marketing Management	🍁 ☀️ ❄️	300 hours
Langara College: Post Degree Diploma in Data Analytics [10] *	🍁 ☀️ ❄️	project over 12-13 weeks
North Island College: BBA	🍁 ☀️ ❄️	420 hours
Okanagan College: BBA	🍁 ☀️ ❄️	420 hours
Simon Fraser University: Beedie School of Business: BBA	🍁 ☀️ ❄️	420 hours

Program	Timing	Duration
Thompson Rivers University: BBA	🍁 ☀️ ❄️	420 hours
University of British Columbia: Sauder School of Business Consulting Projects [11] *	🍁 ❄️	project-based
University of British Columbia: Sauder School of Business (Bachelor of Commerce Co-op)	🍁 ☀️ ❄️	420 hours
University of British Columbia: Sauder School of Business (Bachelor of Commerce, Master of Business Analytics, & Master of Business Admininstration) Internships & Co-op	☀️	420 hours
University of British Columbia: Sauder School of Business (Bachelor of Commerce) Part-time Internships	🍁 ❄️	maximum 20 hours per week
University of Northern British Columbia: Commerce	🍁 ☀️ ❄️	420 hours
University of the Fraser Valley: BBA or Business Administration Diploma	🍁 ☀️ ❄️	420+ hours
University of Victoria: Commerce	🍁 ☀️ ❄️	420 hours

10 employers act as clients; not an in-house position

11 employers act as clients; not an in-house position; exclusively for non-profits and/or projects with social benefit

Information for Employers
Key Tips to Hire Post-Secondary Students in BC

Business illustrations by Storyset

Thinking about hiring a student? Students can bring fresh skills to your organization, increase capacity, and help renew your business! But if maneuvering the post-secondary system feels daunting… good news! The Association for Co-operative Education & Work-Integrated Learning BC/Yukon (ACE-WIL) has resources to support you along the way.

From February 2021 until December 23, 2022, ACE-WIL's Talent MATCH and Talent 4 Non-Profits programs are developing resources specifically **targeted to support museums, arts, tourism, culture, hospitality (MATCH), and non-profit organizations.**

Free one-on-one support is available to help with all aspects of bringing on student talent! Contact TalentMATCH@acewilbc.ca to set up a free advising session. If you have questions or require support from January 2023 onwards, reach out to info@acewilbc.ca.

Resources & Webinars
ACE-WIL has an array of downloadable documents and recordings, including:

- Funding sources and webinars with program officers
- Recruitment Guides listing industry- and job-relevant programs
- Tips on being a mentor and mentee
- EDI and Indigenous resource hubs
- Recruitment and interview tips
- A job posting portal reaching all schools
- And so much more!

Steps to Hiring a Student

1. **Consider your organizational needs** and what the student will work on. Will this be a valuable learning experience for them? Is this a co-op or other type of work-integrated learning (WIL)? Co-ops are the most common and are generally 4-months long with full-time hours, but shorter or longer term projects are possible.
2. **Apply for funding** if needed. Note that deadlines for wage subsidy programs range from weeks before the position starts, to a year in advance.
3. **Build your Job Posting:** Use our tips and template to create your most important recruitment tool.
4. **Select schools to recruit from.** Use the map on the ACE-WIL site to see schools near you, review programs with WIL options, and consult Talent MATCH Recruitment Guides to make a list of schools to recruit from.
5. **Use the Post an Opportunity Portal:** This tool on ACE-WIL's website will help you recruit from schools across BC in one step. Find it at *acewilbc.ca/post-an-opportunity*
6. **Review applications** and connect with schools to set up interviews.
7. **Interview applicants:** Use our tips, in addition to our sample interview questions to guide you. Follow up with reference checks to help you make a decision.
8. **Make a job offer!** Follow up with the student's school in case they require any paperwork from you.
9. **Prepare to bring your student on board.** Adjust our onboarding check-list to determine the steps required for a smooth onboarding process.
10. **Reach out to schools or to ACE-WIL** at any point during the process for support. Email info@acewilbc.ca or the school you're working with.

Visit *acewilbc.ca* to learn more and find Talent MATCH and Talent 4 Non-Profits in the Resources menu!

The Talent MATCH and Talent 4 Non-Profits programs are funded by the Ministry of Advanced Education and Skills Training and are a partnership between ACE-WIL, the BC Alliance for Arts + Culture, the BC Museums Association, and go2HR.