



BACHELOR OF MINING ENGINEERING TECHNOLOGY: *Accelerate Your Career.*

The Program



Pathway Development



Marketing & Promotion

The 'BTech' Brand



Print Materials



Digital Media Campaign



The Student Experience

Program Supports



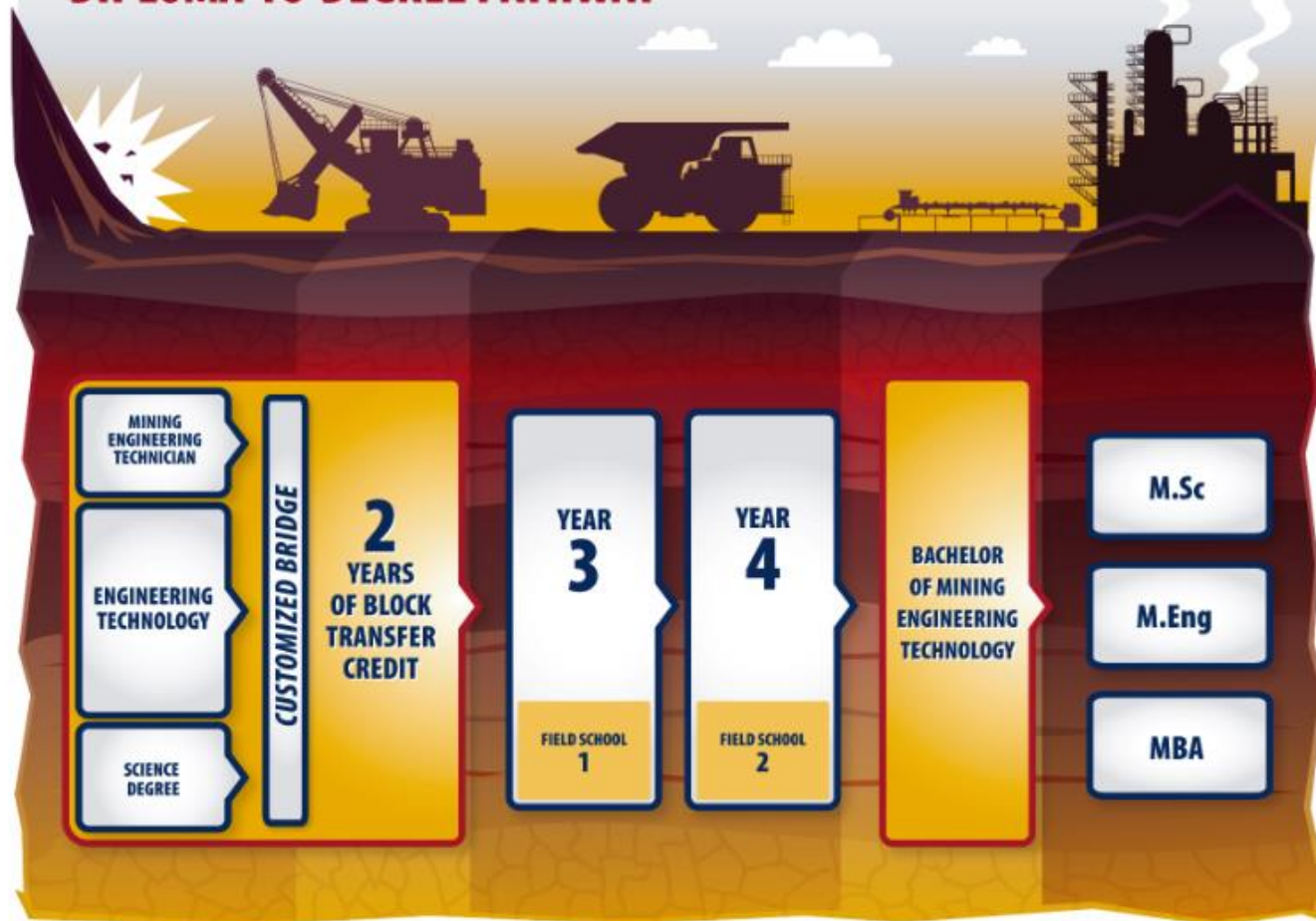
Student Feedback

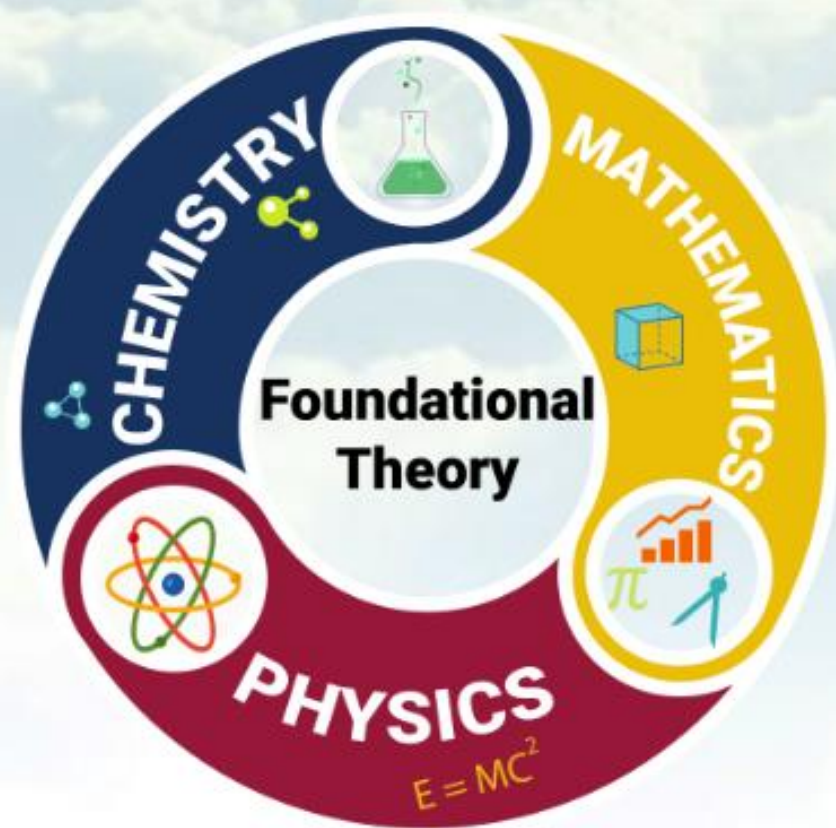
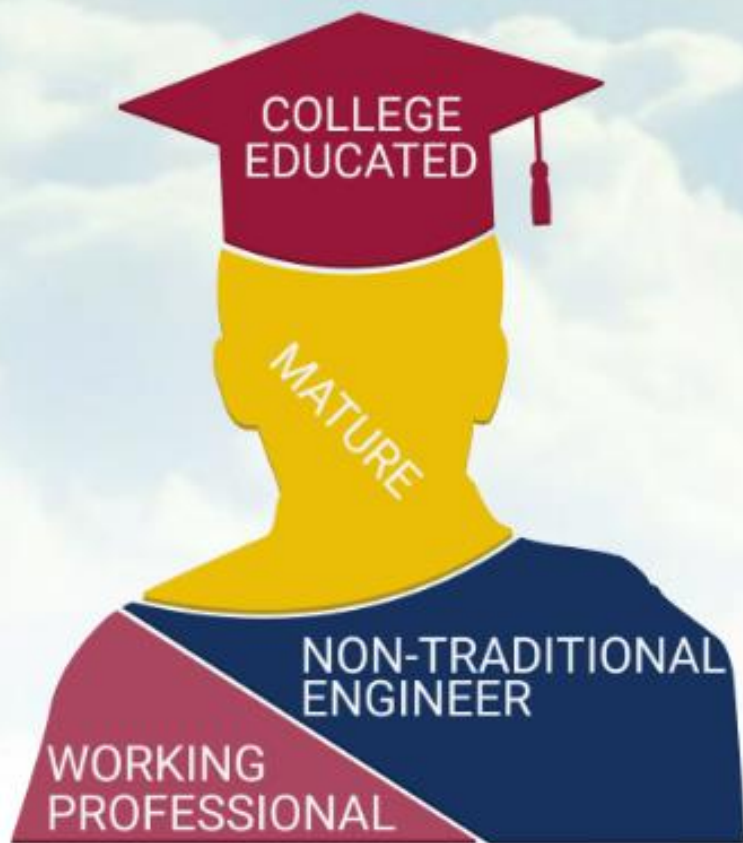


Learning Objects



DIPLOMA-TO-DEGREE PATHWAY





BACHELOR OF MINING ENGINEERING TECHNOLOGY

FIELD SCHOOL

TECHNICAL

MINERAL PROCESSING	MINE DESIGN
GEO- MECHANICS	VENTILATION
DRILLING & BLASTING	RESOURCE ESTIMATION
DATA ANALYSIS	MAINTENANCE & RELIABILITY

MANAGERIAL

TECHNICAL WRITING
ECONOMICS
PROJECT MANAGEMENT
LAW & ETHICS
LEADERSHIP MANAGEMENT

SOCIETAL

SAFETY & OCCUPATIONAL HEALTH
MINING & SOCIETY
MINE SUPERVISION
SUSTAINABILITY & THE ENVIRONMENT

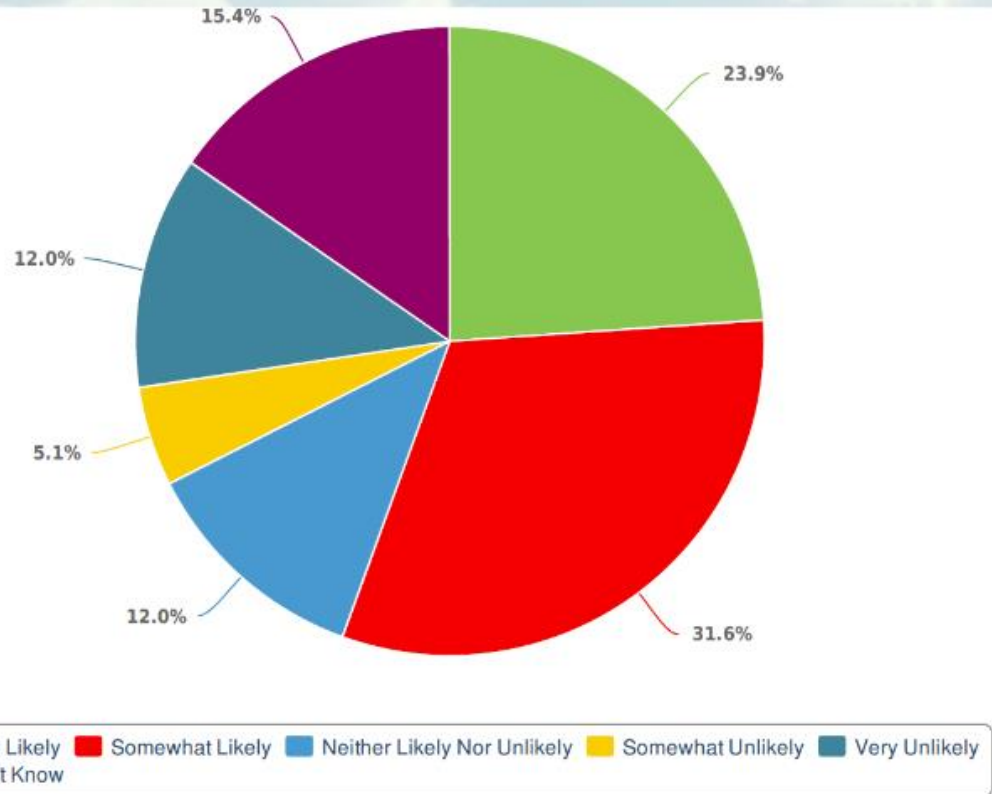
PHYSICS

CHEMISTRY

MATHEMATICS

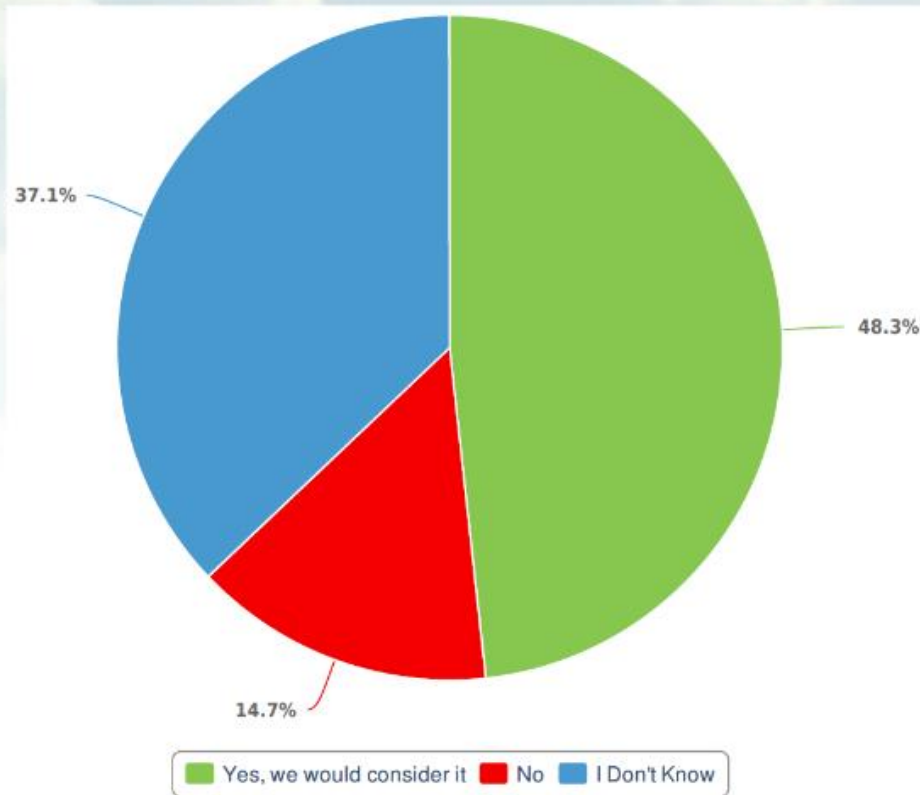
Alumni/Industry Survey

How likely would you be to recommend your employee obtain a BTech Degree?

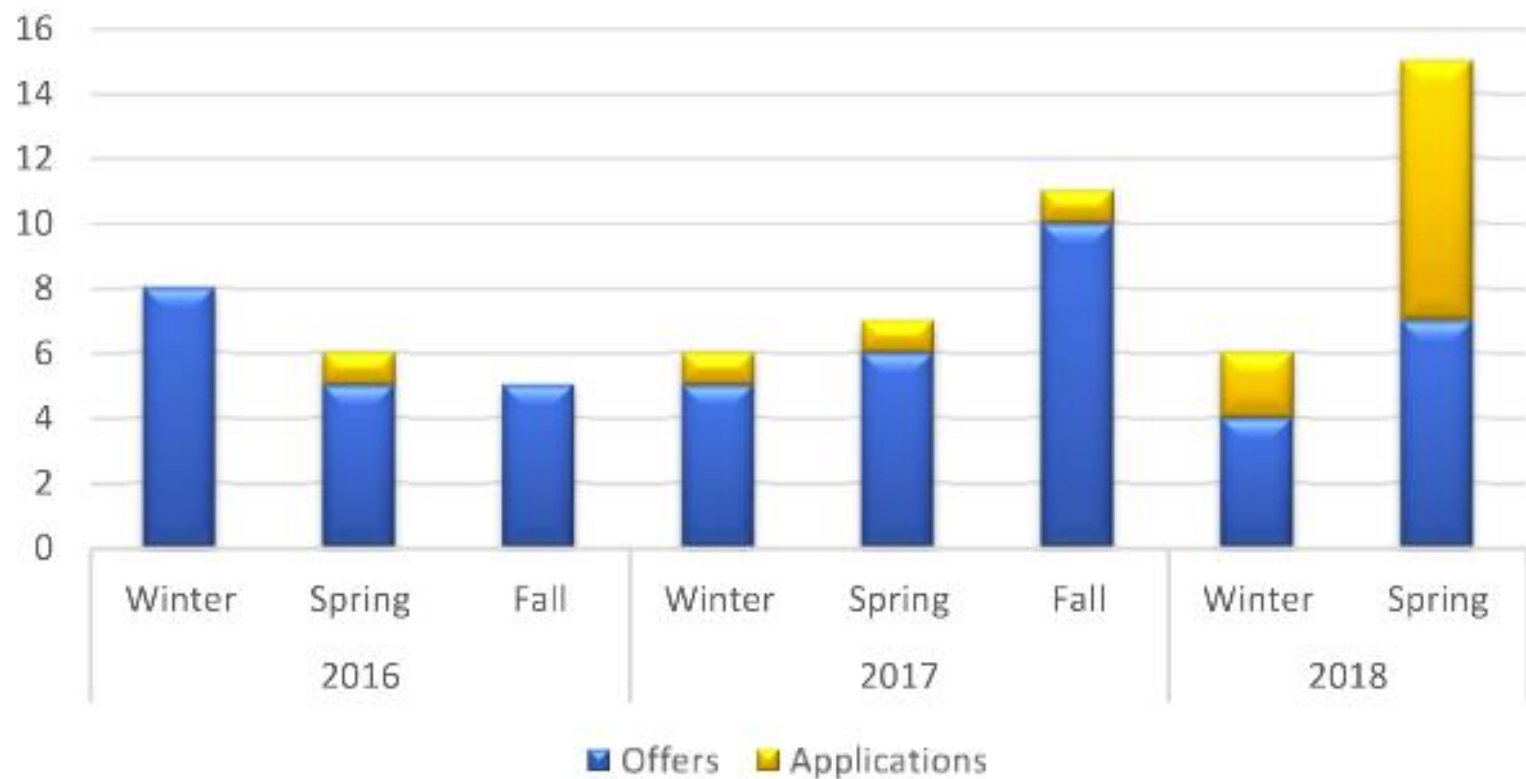


Alumni/Industry Survey

Would you consider subsidizing the cost of your employee obtaining a BTech Degree?



Program Applications and Offers



Pathway Development



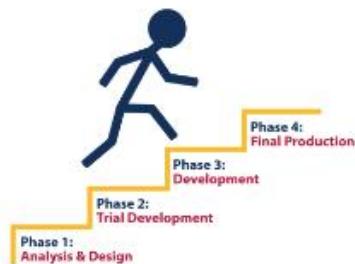
Multi-disciplinary Course Development Teams



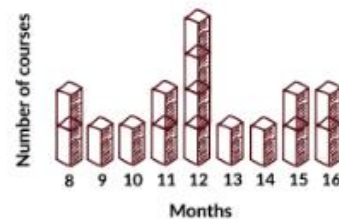
Quality is the primary driver



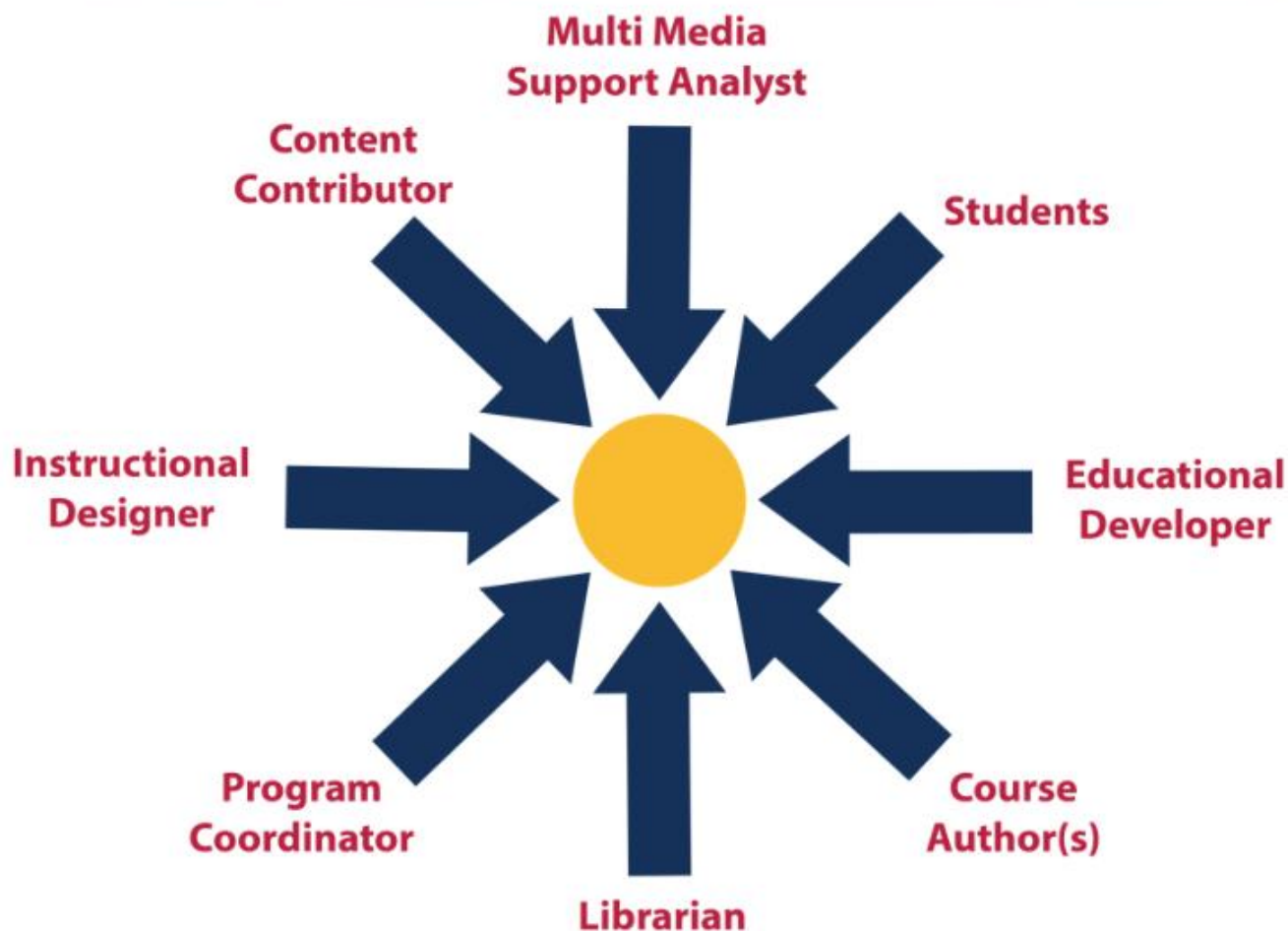
1. Course Overview & Introduction
2. Learning Outcomes
3. Assessment & Measurement
4. Instructional Materials
5. Course Activities & Learner Interaction
6. Course Technology
7. Learner Support
8. Accessibility & Usability



Time for Course Development



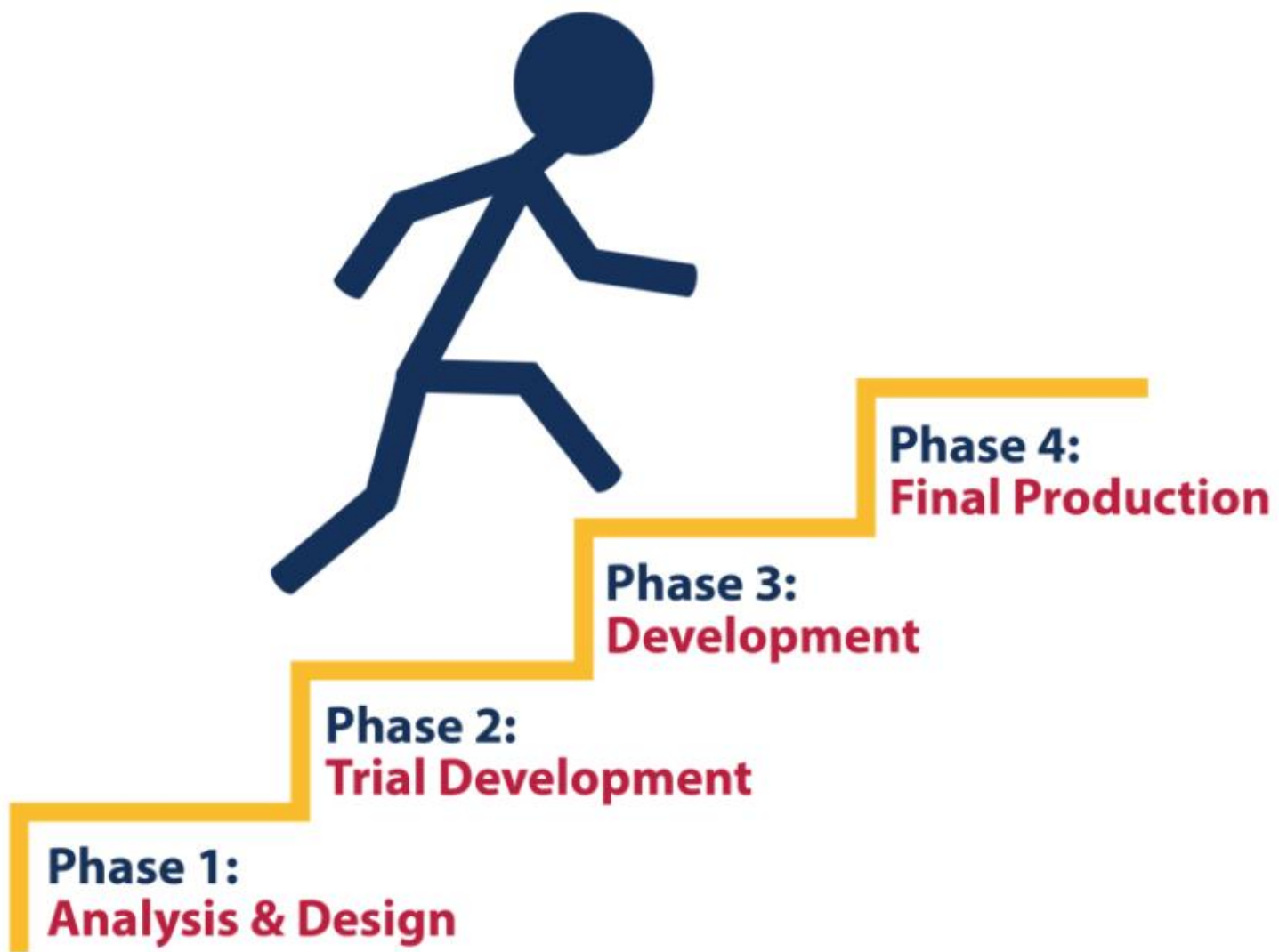
Multi-disciplinary Course Development Teams



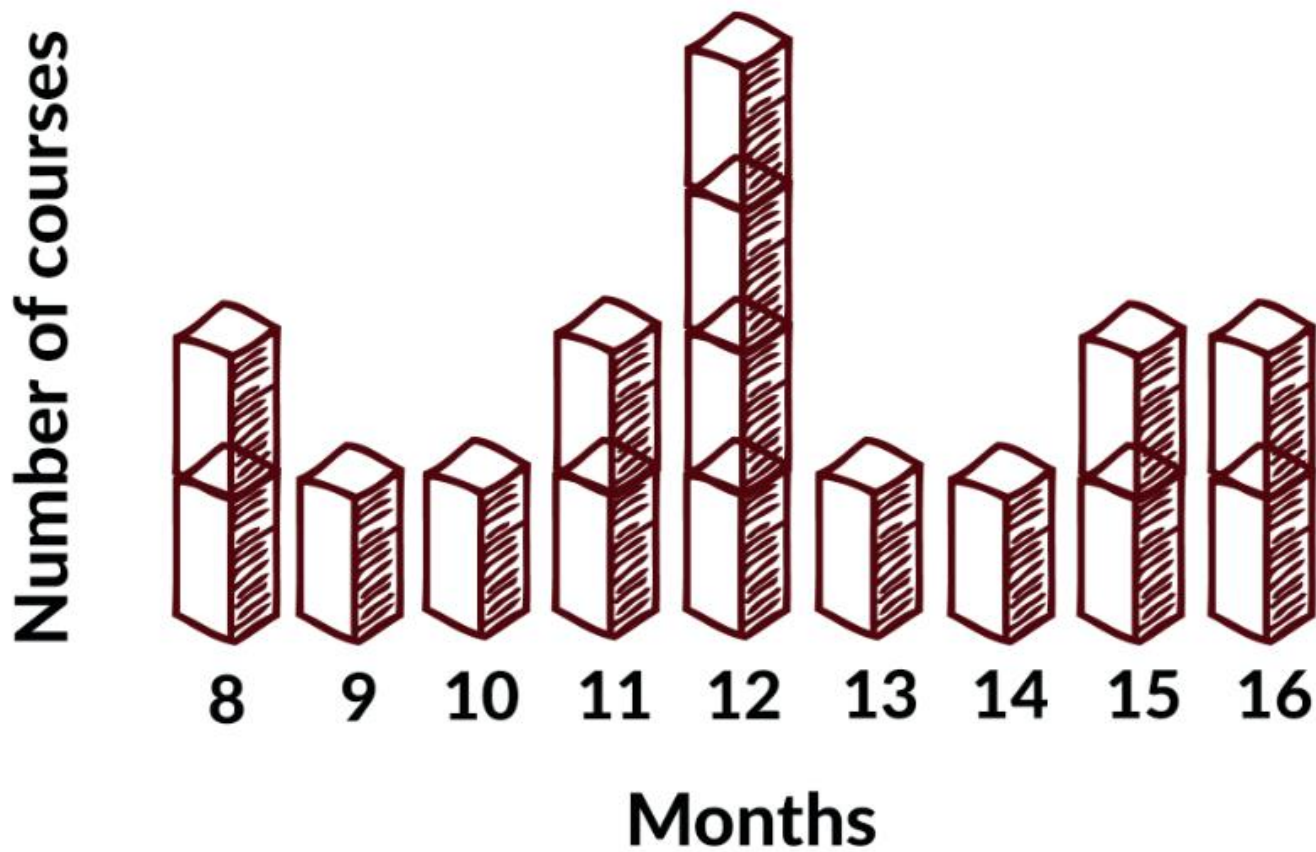
Quality is the primary driver



1. Course Overview & Introduction
2. Learning Outcomes
3. Assessment & Measurement
4. Instructional Materials
5. Course Activities & Learner Interaction
6. Course Technology
7. Learner Support
8. Accessibility & Useability



Time for Course Development



Marketing & Promotion

The 'BTech' Brand



Print Materials

What is a BTech Degree?

- 1) **Pathway:** a program designed for inspiring students to get a university degree
- 2) **Professional Development:** opportunity for organisations to identify and support high potential employees
- 3) **Technology:** inspiring the State of the Art industry with technology

The Value Proposition

Industry Demand

High demand for graduates in the following sectors:

- IT & Software Development
- Engineering & Technology
- Manufacturing & Production
- Healthcare & Life Sciences
- Finance & Banking
- Energy & Environment

Personal & Social

Graduates will be able to:

- Develop critical thinking and problem-solving skills
- Gain practical experience through internships and projects
- Build a strong professional network
- Enhance their employability and career prospects

Organisational Advantages

Organisations that invest in BTech graduates will benefit from:

- Increased productivity and innovation
- Improved employee retention and loyalty
- Access to a pool of highly skilled and motivated talent
- Enhanced corporate social responsibility (CSR) credentials



Digital Media Campaign

Demographic Profiles



Social Media Advertisements



The 'BTech' Brand



is btech

is btech a degree

is btech a professional degree

is btech equivalent to bsc

is btech equivalent to honours degree

What is a BTech Degree?

- 1) **Pathway:** a program designed for diploma holders to get a university degree
- 2) **Professional Development:** opportunity for organizations to identify and support high potential employees
- 3) **Technology:** training on 'State-of-the-Art' industry tools and technologies

The Value Proposition

Establish Relevance *Meets a customer need or want*

- Diploma to Degree
- Flexible Hours
- Career Acceleration
 - Networking / Job opportunities

Provide Proof *Substantiate with program features*

- Balanced Curriculum
 - Technical, Managerial, Sustainability skills
 - State-of-the-Art technologies
- Practical Application Field Schools
- Industry involvement
- Dedicated program support

Create Differentiation *Identify how it is distinguished from competitors*

- Queen's + NCHSM
- Online Learning
 - Variety of Learning Objects

Queen's Online Bachelor of Mining Engineering Technology accelerates your career and gives you the flexibility to earn a degree at your own pace.

A Bachelor of Engineering Technology from Queen's University creates the momentum to take your career to the next level, with access to leading-edge technology that prepares you to take on the challenges of the modern mining industry and curriculum that delivers the technical, managerial and sustainability skills to move you up the ladder. The program's state-of-the-art online learning gives you the flexibility to earn your degree at your own pace from anywhere in the world.



is btech



Ministry of Education, Government of India
The Ministry of Education, Government of India, is responsible for the formulation and implementation of policies and programmes for the development of the education system in the country. It oversees the functioning of the Central Board of Secondary Education (CBSE), the Central Board of Technical Education (CBTE), and the Central Board of Higher Secondary Education (CBHSE).



Urban Education
The Urban Education Department, Government of India, is responsible for the development and improvement of the urban education system in the country. It oversees the functioning of the Central Board of Secondary Education (CBSE), the Central Board of Technical Education (CBTE), and the Central Board of Higher Secondary Education (CBHSE).

is btech a degree

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The **Bachelor of Technology** (commonly abbreviated as **B.Tech.**; with Honours as **B.Tech. (Hons.)**) is an [undergraduate academic degree](#) conferred after completion of a three or four-year program of studies at an accredited university or accredited university-level institution. The degree is conferred in the [Commonwealth of Nations](#), the [United States](#) and elsewhere. The programs include a deeper study of a number of engineering sciences to which students are introduced at the core curriculum level, theoretical and experimental solution of physical problems, and design of systems relevant to the contemporary industries.

Canada [\[edit \]](#)

In [Canada](#), the Bachelor of Technology designation is used inconsistently. Both universities and community colleges award the degree after completion of four-year programs but have different entrance requirements.



TOP DEFINITION



B.Tech.

A program marketed as an "engineering" program to its students, but really is a complete waste of time as it is not recognized in industry by anyone.

A program set up to confuse students.

Chain of promises that will never be kept.

Labs that make no sence and can not be done as the equipment is all broken.

What is a BTech Degree?

- 1) Pathway:** a program designed for diploma holders to get a university degree
- 2) Professional Development:** opportunity for organizations to identify and support high potential employees
- 3) Technology:** training on 'State-of-the-Art' industry tools and technologies

The Value Proposition

Establish Relevance

Meets a customer need or want

- Diploma to Degree
- Flexible Hours
- Career Acceleration
 - Networking / Job opportunities

Provide Proof

Substantiate with program features

- Balanced Curriculum
 - Technical, Managerial, Sustainability skills
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Print Materials

Want to turn your college diploma into a university degree?

Queen's Bachelor of Mining Engineering Technology is for you.

- Take your career to the next level
- Earn your degree while working full-time
- Combine online lessons with hands-on training

Queen's Bachelor of Mining Engineering Technology is a unique program that allows you to earn your degree while working full-time. The program is designed for students who have completed a college diploma in Mining Engineering Technology and want to continue their education without leaving their current career.

The program is a four-year degree program that allows you to earn your degree while working full-time. The program is designed for students who have completed a college diploma in Mining Engineering Technology and want to continue their education without leaving their current career.

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Bachelor of Mining Engineering Technology

DIPLOMA-TO-DEGREE PATHWAY



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FOR MORE INFORMATION

To learn more about the Bachelor of Mining Engineering Technology program,

visit btech.engineering.queensu.ca

or email: btech@engineering.queensu.ca

Bachelor of Mining Engineering Technology

Bridge					
ENGR 101 Engineering Mathematics	ENGR 102 Mining Geology	ENGR 103 Foundations	ENGR 104 Calculus	ENGR 105 Thermodynamics	ENGR 106 Foundational Chemistry

Year 1					
ENGR 101 Technical Writing and Communication	ENGR 102 Engineering Physics	ENGR 103 Engineering Chemistry	ENGR 104 Applied Mathematics and Data Analysis	ENGR 105 Introduction to Mining	ENGR 106 Mining Accounting and Operations

ENGR 101 Second-Order and Ground Control	ENGR 102 Mechanics & Safety	ENGR 103 Programming & Economics	ENGR 104 Mining and Society	ENGR 105 Introduction to Computers Programming for Engineering Applications	ENGR 106 Mining & Mining
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Year 2					
ENGR 201 Surface Mining Design	ENGR 202 Underground Mining Planning	ENGR 203 Mine Detection & Assessment	ENGR 204 Ventilation and Hydraulics	ENGR 205 Safety and Health and the Environment	ENGR 206 Mine Economics and Project Management

ENGR 201 Physical Asset Management for Mining Equipment	ENGR 202 Leadership Management	ENGR 203 Decision Making	ENGR 204 One Body Mining and Resource Estimation	ENGR 205 Business Law and Ethics	ENGR 206 Capstone Project
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Two Week Summer Field Schools	
ENGR 301 Field School (Regional)	ENGR 302 Field School (Domestic)



REGISTRATION NOW OPEN

To learn more about the Bachelor of Mining Engineering Technology program, visit btech.engineering.queensu.ca or email: btech@engineering.queensu.ca

Digital Media Campaign

Demographic Profiles

Customer Persona 1: The Upgrader

Background:
Male, 35, married with two children, lives in a suburban area. He is a professional who has been in his current role for 10 years. He is looking for a new challenge and is considering upgrading his skills.

Education:
Bachelor's degree in Business Administration, 10 years of experience in the field.

Personal Details:
Single, 35, married with two children, lives in a suburban area. He is a professional who has been in his current role for 10 years. He is looking for a new challenge and is considering upgrading his skills.

Interests:
Reading, hiking, golfing, and spending time with his family.

Customer Persona 2: The Student

Background:
Male, 20, single, lives in a city. He is a student who is currently in his second year of college. He is looking for a new challenge and is considering upgrading his skills.

Education:
Bachelor's degree in Business Administration, 10 years of experience in the field.

Personal Details:
Single, 20, single, lives in a city. He is a student who is currently in his second year of college. He is looking for a new challenge and is considering upgrading his skills.

Interests:
Reading, hiking, golfing, and spending time with his family.

Customer Persona 3: HR and Industry

Background:
Female, 35, married with two children, lives in a suburban area. She is a professional who has been in her current role for 10 years. She is looking for a new challenge and is considering upgrading her skills.

Education:
Bachelor's degree in Business Administration, 10 years of experience in the field.

Personal Details:
Single, 35, married with two children, lives in a suburban area. She is a professional who has been in her current role for 10 years. She is looking for a new challenge and is considering upgrading her skills.

Interests:
Reading, hiking, golfing, and spending time with her family.

Social Media Advertisements

Three social media advertisements are displayed, each featuring a different image and text. The first ad is for a product called "The Upgrader" and the second ad is for a product called "The Student". The third ad is for a product called "HR and Industry".

Two social media advertisements are displayed, each featuring a different image and text. The first ad is for a product called "The Upgrader" and the second ad is for a product called "The Student".

Customer Persona 1: The Upgrader

Background

Age: 30+

Location: Wherever mines are

Education: Alumni of Northern College or similar

Employment: Working in mining for 10-15 years.

Life Factors: Married. Starting a family. Homeowners.

Objectives

- Career Advancement
- Financial Security
- Job Security
- Fortify ties to the industry, because their skills are not highly transferrable

Influencers & Resources

- Peers
- HR
- Spouse
- Edumine/Infomine
- Subreddits, Forums for Courseware or Mining



Motivation

Life: Starting families, want to establish firm roots in these smaller communities.

Career: *What's Next?* mentality. Want to jump up the ladder. Acceleration.

Attitude: Outcome-oriented. Focus on specific goals.

Perceived Barriers

- Time commitment
- Uncertain of opportunities that will open to graduates
- Is BTECH a known entity to employers
- Access & Comfort-level with technology

Decision Criteria

- Learn & Earn - Flexibility
- Job Opportunities
- Is it really state of the art?
- Possibly company support

Surprises/Notes

- Lack of P.ENG not a huge factor
- Cost not a huge factor
- "University" a bigger motivator than "Queen's"
- Field school is important
- Less interest closer to pension age

Customer Persona 2: The Student

Background

Age: 20s

Location: Across Canada

Education: College Alum, Entering College or Other Science Graduate

Employment: May or may not yet be working in industry

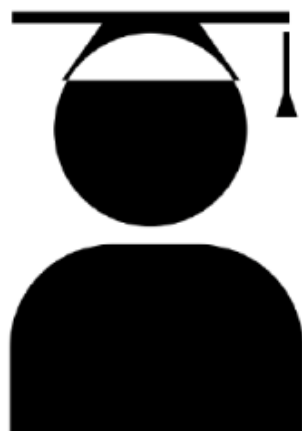
Life Factors: Younger, looking for a way to break into the job market

Objectives

- Greater Opportunity
- Stable Job
- Salary comparable to parents
- Global travel opportunities

Influencers & Resources

- Peers
- Parents as decision makers
- Teachers



Motivation

Life: Few commitments. Mobile.

Career: Prospects limited. Looking for a foot-in-the-door.

Attitude: Open-minded. Exploring opportunities.

Perceived Barriers

- Ambiguity around BTECH certification
- Some are skeptical of online education, having had bad experiences
- Some sub-segments may have negative perceptions around mining
- Some concerned with lack of P. ENG

Decision Criteria

- Transferability of College Credits
- Clear employment opportunities
- Possibly Queen's Brand

Surprises/Notes

- Experienced with at-a-distance education
- Possibly worked in the industry in low-level position before going to school
- Possible interest in mining-related fields (eg: remediation)

Customer Persona 3: HR and Industry



Background

- Human Resource professionals in industry
- Senior executives in industry

Objectives

- Employee Retention
- Recruitment
- Sustainable workforce
- Skilled workforce
- P.ENG Alternatives

Influencers & Resources

- Colleagues, possibly alum
- Events and publications
- Top down from C-Levels

Motivation

The industry is on the precipice of a workforce crisis, smart HR managers and C-Level executives are looking to offset it, proactively.

Perceived Barriers

- Time commitment for employee
- Downturn in industry limits motivation to hire & train
- Cost and budget considerations

Decision Criteria

- Queen's Brand for upper management
- Ability for employee to keep working
- What does the degree qualify them to do?

Surprises/Notes

- HR professionals usually don't have a mining background
- Promoting from within is preferable

Social Media Advertisements



Upwater
Total Visits: 157
Visits That Converted: 6
Amount Spent This Period: \$365.03



Industry
Total Visits: 0
Visits That Converted: 0
Amount Spent This Period: \$405.67



Source
Total Visits: 98
Visits That Converted: 1
Amount Spent This Period: \$264.07



Job
Total Visits: 5
Visits That Converted: 0



CAMPAIGN	PRE-CONVERT			CONVERT				
	IMPRESSIONS	VIEWS	CONVERSIONS	TOTAL VISITS	TOTAL CONVERSIONS	COST PER LEAD	COST PER MQL	SPEND / CONVERSION (CONVERSIONS)
FACEBOOK	39,233	271	7	1,049	31	\$99.26	3.0%	\$3,074.10
ADVERTISING	2,080	36	0	124	1	\$366.91	0.8%	\$366.91
LINKEDIN	3,159	41	1	104	2	\$316.28	1.9%	\$632.56



Campaign	Impressions	Views	Clicks	Conversions	Cost	CPA
Facebook	39,233	271	7	31	\$3,074.10	\$99.26
LinkedIn	3,159	41	1	2	\$632.56	\$316.28

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Facebook	39,233	271	7	31	\$3,074.10	\$99.26
LinkedIn	3,159	41	1	2	\$632.56	\$316.28



Upgrader
 Total Visits: 157
 Visits That Converted: 6
 Amount Spent This Period: \$565.53



Student
 Total Visits: 81
 Visits That Converted: 1
 Amount Spent This Period: \$216.07




Industry
 Total Visits: 17
 Visits That Converted: 0
 Amount Spent This Period: \$40.57



Bachelor of Mining Engineering Technology at Queen's University Like Page

Sponsored · qt

Are you a mining professional? The Bachelor of Mining Engineering Technology Degree from Queen's University is offered in a flexible online format, so you can earn while you learn.



A New Kind of Degree From Canada's Foremost Mining Engineering University

Queen's BTEch program prepares mining professionals to take their career to the ...

[BTECH.ENGINEERING.QUEENSU.CA](https://btech.engineering.queensu.ca) [Learn More](#)

4 Likes

CHANNEL	THIS WEEK			CUMULATIVE				
	IMPRESSIONS	VISITS	CONVERSIONS	TOTAL VISITS	TOTAL CONVERSIONS	COST PER LEAD	CONVERSION RATE	SPEND/CHANNEL (CUMULATIVE)
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LINKEDIN	3,159	41	1	104	2	\$316.28	1.9%	\$632.56

Bachelor of Mining Engineering Technology at Queen's University
Sponsored - 48

Choosing to complement your college education with a university degree can be a great way to position yourself to move forward quickly in your mining career. But juggling your job, family, personal commitments, and school all at once can be a daunting prospect. The BTech program from Queen's University is designed specifically to help you earn your degree at your own pace, on your own time, wherever you are. But you don't have to take our word for it; meet BTech student Ben Bisson. For more information visit us online... <https://fotech-engineering.queensu.ca/>



Meet BTech Student Ben Bisson



Webinar May 31 - June 1, 2017

Where: Toronto Convention Centre (Toronto, Ontario)

Event type: This is a paid event with limited seats and space. Visit www.canadianminingexpo.com for more information.

Queen's University is excited to announce that it will be participating in the Canadian Mining Expo 2017 in Timmins, Ontario. The event is a great opportunity for mining professionals to network and learn about the latest in mining technology. Queen's University will be showcasing its research and innovation in mining engineering and technology.

Queen's University is a leading research institution in mining engineering and technology. Our research is focused on developing new mining technologies and improving mining safety. We are proud to be part of the mining community and to share our knowledge and expertise with the industry.

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Register for the event at www.canadianminingexpo.com

First Name:

Last Name:

Email:

Phone:

Company:

or call 1-800-363-6888

CONTENT PIECE/CHANNEL	THREE SECOND VIEWS	75% OR MORE VIEWED	75% OR MORE VIEWED PERCENTAGE	AVERAGE % VIEWED	COST PER VIEW	TOTAL COST	LINK CLICKS
BEN BISSON VIDEO/GENERAL AUDIENCE	1,732	119	6.8%	6.65%	\$0.02	\$38	39
BEN BISSON/ VIDEO/SUDBURY AUDIENCE	80	5	6.25%	7.12%	\$0.04	\$3.31	0

EVENT/PROMOTION	FACEBOOK EVENT RESPONSES/LANDING PAGE CONVERSIONS	ADVERTISING IMPRESSIONS	LANDING PAGE LINK CLICKS	TOTAL CLICKS	CPC(LANDING PAGE)	TOTAL COST
CME FACEBOOK LANDING PAGE campaign	2	10,908	83	202	\$2.65	\$219.91
CME FACEBOOK EVENT	17	1,704	n/a	103	n/a	\$34.22
CM Awareness Campaign	0	14,567	52	110	\$3.13	\$162.54

The Student Experience

Program Supports



Student Feedback



The student experience is a key part of our mission. We are committed to providing a high-quality learning experience for all students. We are committed to providing a high-quality learning experience for all students. We are committed to providing a high-quality learning experience for all students.

Learning Objects



Eric Tremblay

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 eric.tremblay@queensu.ca

David Yokom

 @QueensRTech
 813-813-8000 ext. 77004
 david.yokom@queensu.ca

Program Supports

Student Support Services

Key Services Include:

- Registration Support
- Flexible Course/Program Progression Planning
- Financial Aid
- Accessibility and Accommodation
- **ACADEMIC ADVISEMENT!**



Dedicated Staff Support



Tina McKenna



Dr. Laeeque Daneshmend

- Registrations and Course Enrollments
- Customized Learning Plans
- Direct Link to Students
- Referral to Support Services
- Industry/Alumni Networking

Online Orientation



Dedicated Staff Support



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Online Orientation

[Course Home](#)[Content](#)[Resources](#)[Communication](#)[Assessments](#)[Learner Help](#)[Edit Course](#)

News | ▾

Welcome ▾

Welcome David to the Bachelor of Mining Engineering Technology Orientation!

This orientation will help you to prepare for the program and for your courses. I strongly recommended that you review all the information and links so that you'll be able to leverage the many supports and resources available at Queen's.

Begin the orientation by clicking on the [content section](#) above.

Have fun and best of luck in your studies!

Updates | ▾

There are no current updates for MNTC Orientation - Bachelor of Mining Engineering Technology

Calendar | ▾

Tuesday, April 19, 2016

Upcoming events

There are no events to display. [Create an event.](#)

Content Browser | ▾

Student Feedback

79%

somewhat/strongly agree
the BTech is an
Excellent Program

72%

the BTech provides
good/excellent
Value for Money

66%

the program
Meets my
Expectations

86%

somewhat/strongly agree
online provides an
effective learning
environment

80%

somewhat/strongly agree
online provides an
engaging learning
environment

33%

the program
Exceeds
Expectations

73%

listed obtaining their
professional license
as being a motivating
factor for applying

"The program overall is **very good** with **excellent instructors** that **care** about **students achieving success**"

"The program is very **engaging** and the courses try to incorporate some **hands on practical learning** even though the courses are primarily taught online"

"I thought studying this online all the way from RSA with very **different timezones** was going to be hard to manage, but the way the courses have been set up and having a well managed proper system, made it easier."

"**Flexibility**... The instructors understand that you're **not a full time student** and you have other activities in your life that sometimes take priority. **The ability to work from almost anywhere** there is an internet connection is also a big advantage when you travel for a living"

79%

somewhat/strongly agree
the BTech is an
Excellent Program

72%

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good/excellent
Value for Money

66%

the program
**Meets my
Expectations**

86%

somewhat/strongly agree
online provides an
**effective learning
environment**

80%

somewhat/strongly agree
online provides an
**engaging learning
environment**

33%

the program
**Exceeds
Expectations**

73%

listed **obtaining their
professional license**
as being a **motivating
factor** for applying

"The program overall is **very good** with **excellent instructors** that **care** about **students achieving success**"

"The program is very **engaging** and the courses try to incorporate some **hands on practical learning** even though the courses are primarily taught online"

"I thought studying this online all the way from RSA with very **different timezones** was going to be hard to manage, but the way the courses have been set up and having a well managed proper system, made it easier."

"**Flexibility**... . The instructors understand that you're **not a full time student** and you have other activities in your life that sometimes take priority. **The ability to work from almost anywhere** there is an internet connection is also a big advantage when you travel for a living."

Learning Objects

https://youtu.be/ANfcK_pRkts

<https://youtu.be/bCnpjXlfORQ>

<https://youtu.be/CWccbI4XUcU>

<https://youtu.be/R4YzsyOIYdQ>

https://youtu.be/_FaaD7XPaGo



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