

2025 start dates:

6 Jan, 3 Feb, 3 Mar, 31 Mar,
28 Apr, 26 May, 23 Jun, 21 Jul,
18 Aug, 15 Sep, 14 Oct, 17 Nov

►► Diploma

Digital Marketing

Vancouver

Excel in Digital Marketing

In today's digital age, mastering online marketing is important for business success in any industry. Get the knowledge and skills to excel in the fast-paced world of digital marketing. Gain an understanding of digital marketing principles, strategies, and tactics to take your career to the next level.

Who is it for?

This course is perfect for:

Aspiring Digital Marketers looking to gain practical experience

Recent Graduates aiming to specialise in digital marketing

Entrepreneurs wanting to grow their business

Career Changers exploring opportunities in the digital marketing field

What will you learn?

Courses	Hours
Search Marketing & Demand Generation	8
Marketing Strategy & Analytics	0
Social Media Marketing	8
Campaign Production & Creative Process	0
Campaign Strategy & Advertising	8
Professional Sales & Marketing Skills	0
Courses are 4 weeks each	8
	0
	8

New
6-month
programme

Admission Requirements

- › A diploma or equivalent from a high school if younger than 19 years of age

AND

- › Demonstrate CEFR B2 English proficiency with proof of one of the below:
 - › A 6.0 score on Bayswater's Online Placement Test
 - › Completion of Bayswater Level 5 English
 - › Completion of Grade 12
 - › English in Canada
 - › Completion of IELTS 5.5, TOEFL 46, Duolingo 100, TOEIC 450, or CELPIP 6 official score

Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our programmes blend academics with real-world experience and soft skills, to empower students to create the life they want to live.



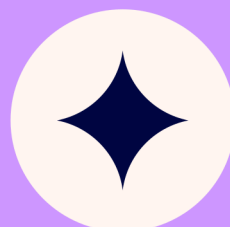
ASIA EUROPE VIETNAM CO. LTD

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Visit us us. EduAbroad.net



Career pathways:

Digital Marketing offers many career options, a few are Content Developer, E-Commerce Assistant, PPC Coordinator, Marketing Coordinator, SEO Coordinator, Social Media Assistant, Email Marketing Coordinator

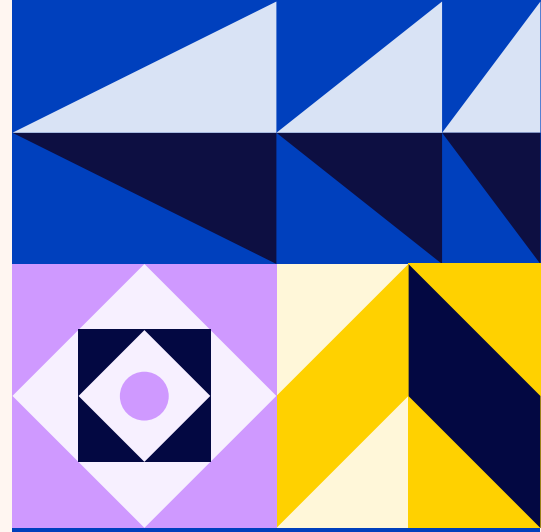
Evaluation Methods:

Evaluation is made up of weekly assignments, quantitative quizzes, a project, collaborative work and a midterm and final exam

Learning Outcomes:

On completion, students will have the ability to:

- › Explain digital marketing principles, strategies, and tactics
- › Perform market research, customer segmentation, and competitive analysis towards developing marketing strategies
- › Make data-driven decisions for marketing campaigns
- › Create social media marketing strategies
- › Build brand awareness and engage with target audiences
- › Create content and manage communities for social media
- › Perform search engine optimisation (SEO)
- › Create search engine marketing (SEM) strategies to increase website visibility and drive traffic



Classes Monday - Thursday from 4pm-9pm



Homework hours: 10 - 15 hours per week



Expert-led lessons



Classroom lecture format



Industry insights from guest speakers and company visits



Digital Marketing was reviewed and approved by the registrar of the Private Training Institutions Branch (PTIB) of the Ministry of Post-Secondary Education and Future Skills.

Brands you'll get to know:

