

Digital Marketing & Marketing Analytics



Job Outlook

Employment
Rate
86%

Average Hourly
Wage
\$30.00

(Canada Job Bank, Nov 2023)

Businesses in all sectors of Canada's digital economy have a pressing need for employees with a range of technical, analytical, business and interpersonal skills. This program will enable students to meet those needs while also developing the skills to build a brand, attract customers and thrive in a digital marketing environment.

The program is designed to enable students to become proficient in the practices and techniques used in modern marketing environments. Students learn how to combine traditional marketing and communication practices with digital marketing applications to ensure a successful marketing campaign or strategy. At the same time, they gain training in workplace business practices, communications and interpersonal dynamics.

Upon graduation, students can expect to find employment in a broad range of marketing positions in both the public and private sectors. Potential position titles include Digital Marketing Specialist, Digital or Online Marketing Manager, Digital Marketing Copywriter, Marketing Analyst, Marketing Researcher and Customer Service Representative.

Credential Upon Completion	Ontario College Graduate Certificate
Annual Fees (CAD)	\$18,397 + \$1,725 program costs (2024-25)
English Proficiency	IELTS 6.5, no band lower than 6.0
Eligible Applicants	Graduates from a three or four-year degree program in fields related to business or media arts
Intake	September, January, May