



# Digital Marketing Essentials

## Training Program

This 126-hour training program provides a foundation of the knowledge and skills related to digital marketing through a balance of both theory and hands-on experience with industry-standard tools for businesses to maintain competitiveness and relevancy in the evolving online marketplace. Topics include an introduction to key digital marketing concepts, goal and strategy development, identifying your ideal customer and designing their purchasing journey, online advertising and measuring marketing performance. Students will apply their knowledge in the creation of an actionable digital marketing plan and identify when to start to use external marketing agencies.

Online: **TUITION FREE**

September 27, 2022, to February 2, 2023

Online, Part-time

Tue & Thu, 6-9:30pm

For further information:

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Please click on link below for more info,  
and to apply for the intake eligibility

<https://forms.office.com/r/3nngg2Gg6GQ>

Canada



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# CONTINUING STUDIES