



## 2026 start dates:

5 Jan, 2 Feb, 2 Mar, 6 Apr,  
4 May, 1 June, 6 Jul, 3 Aug,  
1 Sep, 5 Oct, 2 Nov

## ►► Diploma / Vancouver

# Digital Marketing with Co-op Work Experience

## 12 month programme

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.

The programme pairs six months of academic study with 6 months of learning in a work environment, to ensure a holistic understanding of digital marketing principles, strategies, and tactics.

## 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	80
Marketing Strategy & Analytics	80
Social Media Marketing	80
Campaign Production & Creative Process	80
Campaign Strategy & Advertising	80
Professional Sales & Marketing Skills	80
Co-op Work Experience	480

Course time is 6 months, each course is 4 weeks. Co-op is 6 months.

## Admission requirements

- Students require a diploma from a high school, OR Mature Admissions (at least 19 years of age or older)

### AND

- Demonstrate CEFR B2 English proficiency by scoring 6.0 on Bayswater's Online Placement Test; completing Bayswater's Level 5; completing Grade 12 English in Canada; or providing an 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.



## The Benefits of co-op:

Co-op gives you the opportunity to apply what you learn in real-world settings, making your education more practical and relevant. It also boosts your employability by providing hands-on experience and valuable industry connections, setting you apart in the competitive job market.



**Our Career Centre workshops will prepare you for entering paid co-op. View our FAQ's on how co-op works.**

## 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**



Bayswater holds a Designation certificate, issued by the Private Training Institutions Regulatory Unit (PTIRU) of the Ministry of Post-Secondary Education and Future Skills (PSFS).

Bayswater is a Class C institution and offers programs that both do and not require approval (depending on the program of study, amount of tuition paid and/ or length of study) by PTIRU.

For information, please visit <https://www.privatetraininginstitutions.gov.bc.ca/>

### Brands you'll get to know:



Search Marketing & Demand Generation	Social Media Marketing	Campaign Strategy & Advertising	Professional Sales & Marketing Skills	Campaign Production & Creative Process	Marketing Strategy & Analytics	Co-op
4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	24 weeks
6 months (class schedule will differ per start date)						6 months

**View more here: [bayswater.ac/digital-marketing-diploma](https://bayswater.ac/digital-marketing-diploma)**



### Enquiries and bookings:

Our agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an agent in your area.

For agent sales enquiries please contact us at [sales@bayswater.ac](mailto:sales@bayswater.ac)

### Visit us:

549 Howe Street,  
9th Floor, Vancouver,  
British Columbia,  
V6C 2C2