

# Digital Marketing

Toronto, Vancouver



Enhance your skills and knowledge to lead the digital marketing world!

## The Course

Our Digital Marketing course provides introduction to the critical areas of skills and knowledge required in the Digital Marketing world. With real-world applications and case studies, the course offers a comprehensive learning experience. Lessons led by experienced ESL professionals with a background in Digital Marketing, equip students with the expertise and strategies to thrive in the fast paced digital landscape.

## Course Syllabus

Introduction to Digital Marketing

Content Marketing

Social Media Marketing

Search Engine Optimization

Paid Search (PPC) using Google Ads

Display & Video Advertising

Email Marketing

Website Optimization

Analytics using Google Analytics

Digital Marketing Strategy

## Course Features

Up to date and relevant content taught by industry specialists

Workshops, company visits and guest lecturers from the digital industry

Group work culminating in an end-of-course presentation

## Who is it For?

The program enables learners from diverse backgrounds to gain expertise in this dynamic field. Whether looking to advance an existing career or transition to a new one, this course provides relevant skills to thrive in the digital landscape. This course is perfect for:

- › **Traditional Marketers** seeking to modernize their skillset
- › **Recent Graduates** eager to boost their digital skills for the job market
- › **Small Business Owners** looking to implement strong digital strategies
- › **Career Changers** interested in pivoting to digital marketing roles
- › **B2 Language Learners of English** who want to communicate in an authentic professional setting

## Included in your course

Digital Marketing Hub Membership! Augment your learning with access to the latest articles, podcasts and advice with lifelong Digital Marketing Hub Membership, and six months premium access.

29 Jan, 22 Apr  
15 Jul, 7 Oct

2024 Start Dates

## Key Facts

4 weeks, 60-hour course

Classroom lecture format

Company visits and Guest lectures

Group Project and Final presentation

B2 English level

Frequent dates throughout the year



Find out more at [bayswater.ac](https://bayswater.ac)

# Why Bayswater College?

Accommodation service

Busy social and activity programme

English Language courses

Up-town Toronto location

Supportive, friendly staff

## Benefits

Lifetime membership to the Digital Marketing Institute, & 6 Months Premium Access

NQE Level 4 Qualification (EU Equivalent EQF 4)

Become a certified digital marketing associate. Get the latest insights

Up-to-date course content that reflects today's trends

## Combine Your Course With

English language lessons

International Business Management

Project Management



## Sample Digital Marketing Timetable 2024

	Monday	Tuesday	Wednesday	Thursday	Friday
Topic	Introduction to Digital Marketing (3 hrs)	Social Media Marketing (3 hrs)	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Digital Marketing Strategy (3 hrs)
Time	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm
Topic	Visit	Content Marketing (3 hrs)	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Email Marketing (3 hrs)
Time	13.30-16.50	13.30-16.50	13.30-16.50	13.30-15.00	13.30-16.50
Topic	Display & Video Advertising (3 hrs)	Paid Search (PPC) Using Google Ads (3 hrs)	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Guest
Time	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm	9am-10:30am, 10:45am-12:15pm
Topic	Search Engine Optimisation (SEO) (3 hrs)	Analytics using Google Analytics (3 hrs)	Website Optimisation (3 hrs)	Group Project (3 hrs)	Final Presentation
Time	13.30-16.50	13.30-16.50	13.30-16.50	13.30-16.50	13.30-16.50



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Agent Enquiries

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

