



# Upskill your future with enhanced certificates and 12 month diplomas

**Study and gain valuable work experience in Vancouver with our Career College**

Designed to equip you with industry-relevant skills, by blending classroom learning with real-world experience. Whether you're looking to enhance your career or start a new journey, our enhanced certificates and diplomas provide a pathway to success in today's competitive job market.

## Why study Digital Marketing?

Digital marketing is at the heart of today's global business landscape, shaping how brands connect with their audiences. As technology evolves, the demand for skilled digital marketers continues to rise, making it an essential field for anyone looking to thrive in the modern economy. Understanding digital marketing strategies is key to driving business growth, from social media to search engine optimisation.

## Why study International Business Management?

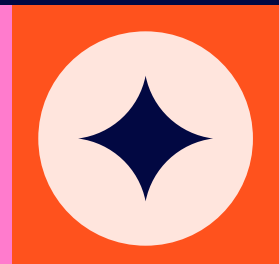
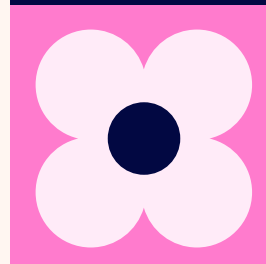
International Business is cornerstone of the global economy, driving trade, innovation, and cultural exchange across borders. As businesses expand globally, the need for professionals who understand international markets and can navigate complex cross-cultural environments is more critical than ever. Mastering International Business Management strategies opens doors to diverse opportunities in a rapidly changing world.

## 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.

- › Guaranteed job placement during paid co-op
- › Get prepared for co-op or future work with Bayswater Career Centre workshops
- › Earn a Canadian enhanced certificate, diploma & gain work experience in Canada
- › Enjoy a class schedule that suits part-time working
- › Taught by industry professionals





**2026  
enrollments  
now open**

# Digital Marketing

## Enhanced certificate: 6 months

Launch your career in the fast-paced digital world! Learn the essential skills in Marketing Strategy, Social Media, Search Marketing, and more, with courses designed to give you a competitive edge.

## Diploma: 12 months

Combine your 6-month enhanced certificate with a co-op work experience for hands-on learning. This real-world opportunity allows you to apply classroom knowledge, gain industry exposure, and understand how your chosen field integrates into business.

You are guaranteed placement in a Canadian company, and we'll prepare you with workshops aimed at developing your resume building and interview skills.

Our top partner brands in Canadian companies offer work placements to give you a competitive edge in your career.



**Scan to view Co-op  
frequently asked questions**

## Admission requirement:

A diploma from a high school,  
OR Mature Admissions (at least  
19 years of age or older).

See full details on the Fact Sheet  
for each programme.

## Start dates

### Digital Marketing (6 months):

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

### Digital Marketing with Co-op work experience (12 months):

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



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**

[www.privatetraininginstitutions.gov.bc.ca/](http://www.privatetraininginstitutions.gov.bc.ca/)

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



**2026  
enrollments  
now open**

## Admission requirement:

A diploma from a high school,  
OR Mature Admissions (at least  
19 years of age or older).  
See full details on the Fact Sheet  
for each programme.

# International Business Management

## Enhanced certificate: 6 months

Thrive in international business, from financial management and accounting to marketing and business communications. Learn to work across borders and collaborate with diverse cultures.

## Diploma: 12 months

Combine your 6-month enhanced certificate with a co-op work experience for hands-on learning. This real-world opportunity allows you to apply classroom knowledge, gain industry exposure, and understand how your chosen field integrates into business.

You are guaranteed placement in a Canadian company, and we'll prepare you with workshops aimed at developing your resume building and interview skills.

Our top partner brands in Canadian companies offer work placements to give you a competitive edge in your career.



**Scan to view Co-op  
frequently asked questions**

## Start dates

### International Business Management (6 months):

12 Jan, 9 Feb, 9 Mar, 13 Apr,  
11 May, 8 Jun, 13 Jul, 10 Aug,  
14 Sep, 12 Oct, 9 Nov

### International Business Management with Co-op work experience (12 months):

12 Jan, 9 Feb, 9 Mar, 13 Apr,  
11 May, 8 Jun, 13 Jul, 10 Aug,  
14 Sep, 12 Oct, 9 Nov



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**  
[www.privatetraininginstitutions.gov.bc.ca/](http://www.privatetraininginstitutions.gov.bc.ca/)

Financial Management & Accounting	Business Communications	Business Information Systems	Human Resource Management	Operations and Project Management	Marketing and Branding	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