



2025 start dates:

Toronto:

10 Feb, 5 May, 28 Jul, 20 Oct

Vancouver:

13 Jan, 10 Mar, 5 May,
30 Jun, 25 Aug, 20 Oct

Entry level: 18 years and older/ Level 5
(Bayswater)/B1+ (CEFR) Requirement

►► Professional Certificate

Digital Marketing

Toronto and Vancouver

Master digital marketing essentials with our expert-led certificate course!

Our Digital Marketing certificate, developed in collaboration with the Digital Marketing Institute, equips aspiring marketers with the tools they need to succeed. Led by experienced ESL professionals with expertise in Digital Marketing, this course blends real-world examples with actionable strategies.

Who is it for?

This course is perfect for:

- › Traditional marketers looking to expand their skill set
- › Recent graduates eager to improve their digital skills for the job market
- › Small business owners looking to implement effective digital strategies
- › Career changers interested in switching to digital marketing roles
- › English learners who want to communicate professionally

What will you learn?

Digital Marketing in the Era of AI

Content Marketing

Social Media Marketing

Search Engine Optimisation

Paid Search (PPC) using Google Ads

Display & Video Advertising

Email Marketing

Website Optimisation

Analytics using Google Analytics

Digital Marketing Strategy

 4 weeks / 60 hours

 Company visit and
industry guest speaker

 Classroom lecture format

 AI generation skills

 Group project
and final presentation

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.

Certificates we offer in Canada:

- › Digital Marketing
- › International Business Management
- › Project Management

Stack your skills

Our certificates can act like micro-credentials. Micro-credentials are focused learning that allows you to quickly build up your skills. Get ready for the future of work with us.



Find out more at bayswater.ac

Benefits

Lifetime membership to the Digital Marketing Institute (DMI) and 6 months DMI Professional Membership access

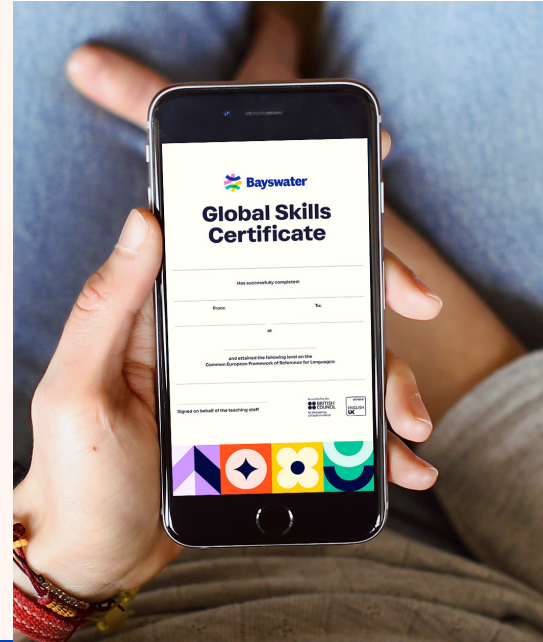
Additional certificate from the DMI: Digital Marketing Associate



The Bayswater advantage – Get global skills when you study with us

By enrolling with us, we'll additionally upskill you in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional Global Skills Certificate (digital) that recognises these new skills and allows you to add them to your resume.

You will also get the opportunity to add further skills like Volunteering, Networking, Leadership and Employability, and gain a digital badge to link to LinkedIn. This will help you stand out to potential employers.



Sample Digital Marketing Timetable 2025*

	Monday	Tuesday	Wednesday	Thursday	Friday
Toronto: 09:00 - 12:15 Vancouver: 13:35 - 14:55					
Week 1	Digital Marketing in the Era of AI <i>Group project time</i>	Content Marketing <i>Group project time</i>	Social Media Marketing <i>Group project time</i>	Social Media Marketing <i>Group project time</i>	Social Media Marketing <i>Group project time</i>
Week 2	Search Engine Optimisation <i>Group project time</i>	Company Visit	Search Engine Optimisation <i>Group project time</i>	Paid Search (PPC) and Display and Video Advertising <i>Group project time</i>	Email Marketing <i>Group project time</i>
Week 3	Email Marketing <i>Group project time</i>	Professional Skills for Digital Marketers <i>Group project time</i>	Professional Skills for Digital Marketers <i>Group project time</i>	Guest Speaker	Website Optimisation <i>Group project time</i>
Week 4	Website Optimisation <i>Group project time</i>	Analytics with Google Analytics 4 (GA4) <i>Prepare final presentation</i>	Digital Marketing Strategy <i>Prepare final presentation</i>	Digital Marketing Strategy <i>Prepare final presentation</i>	Final Presentation

*Class times may vary depending on start date.



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Call us

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Visit us in Toronto

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Visit us in Vancouver

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E-mail us

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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

