



2025 start dates:

Toronto:

5 May, 28 Jul, 20 Oct

Vancouver:

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 the in-demand skills of digital marketing

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?

Introduction to Digital Marketing

Social Media Marketing

Content Marketing

Search Engine Optimisation (SEO)

Display Ads and Pay-Per-Click (PPC)

Email Marketing

Brand Storytelling

Website Optimisation

Google Analytics 4 (GA4)

Digital Marketing Strategy

 Company visit

 Presentation

 Group work

 Guest speaker

 Level B1+

 Project

 4 weeks / 60 hours

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 real-world experience, strategic thinking, and essential soft skills to help students stand out in today's competitive job market.

Certificates we offer in Canada:

- › Customer Experience Management
- › International Business Management
- › Project Management

Stack your skills

Our 4-week certificates allows you to quickly grow or update your skill set for in-demand industries.

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

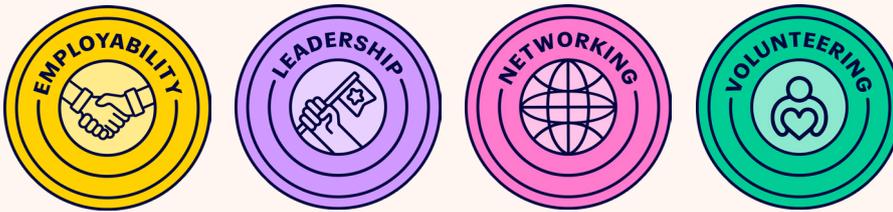
Additional certificate from the DMI: Digital Marketing Associate



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.

You will get the opportunity to **gain further skills, outside of the classroom**. Our Digital Badges in Volunteering, Networking, Leadership and Employability are another way to **stand out to potential employers**.



Sample Digital Marketing Timetable 2025*

	Monday	Tuesday	Wednesday	Thursday	Friday
Toronto: 09:00 - 12:15 Vancouver: 13:35 - 16:55					
Week 1	Introduction to Digital Marketing <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 (SEO) <i>Group project time</i>	Company Visit	Search Engine Optimisation (SEO) <i>Group project time</i>	Display Ads and Pay-Per-Click (PPC) <i>Group project time</i>	Email Marketing <i>Group project time</i>
Week 3	Email Marketing <i>Group project time</i>	Brand Storytelling <i>Group project time</i>	Brand Storytelling <i>Group project time</i>	Guest Speaker	Website Optimisation <i>Group project time</i>
Week 4	Website Optimisation <i>Group project time</i>	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.



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

Email us:
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