



**New**  
12-month  
programme

» Diploma

# Digital Marketing with Co-op Work Experience

Vancouver

## Excel in Digital Marketing

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.

## 2025 start dates:

6 Jan, 3 Feb, 3 Mar, 31 Mar,  
28 Apr, 26 May, 23 Jun, 21 Jul,  
18 Aug, 15 Sep, 14 Oct, 17 Nov

## Admission Requirements

- › Have a secondary school diploma or equivalent.

**OR**

- › Apply as a mature student\* if the applicant is at least 19 years old.

\*Mature Student Status: Applicants over 19 years old who have not completed secondary school or equivalent may be considered for admission based on the skills and experience they have acquired since leaving school.

**AND**

- › Students whose first language is not English must provide evidence on one of the following:

CEFR B2, IELTS 5.5, TOEFL IBT 46, CAEL 40, CELPIP (listening and speaking 6, reading and writing 5), DET 95

## 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.



### 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)

### Website links:

Digital Marketing: <https://www.bayswater.ac/digital-marketing-diploma>

### Bayswater Vancouver:

549 Howe St, 9th floor, Vancouver, BC V6C 2C2, Canada

## 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



Digital Marketing with Co-op Work Experience was reviewed and approved by the registrar of the Private Training Institutions Branch (PTIB) of the Ministry of Post-Secondary Education and Future Skills.

**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	<b>Co-op</b>
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**