

2026 start dates:

Toronto: 9 Feb, 1 Jun, 24 Aug

Vancouver: 12 Jan, 9 Mar, 4 May,
29 Jun, 24 Aug, 19 Oct

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

Available in:
**Toronto &
Vancouver**

Professional Course

Digital Marketing

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.

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

 Guest speaker

 4 weeks / 60 hours

 Presentation

 B1+

 Group work

 Project

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.

Courses we offer in Canada:

[CX Customer Experience Management](#)

[International Business Management](#)

[Project Management](#)

[Digital Marketing](#)

Stack your skills

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

Get ready for the future of work with us.



Benefits:

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

Additional certificate from the DMI: Digital Marketing Associate

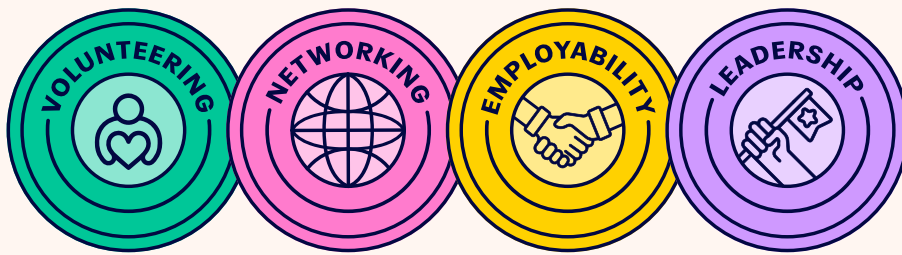


Digital Marketing Institute

The Bayswater advantage – Gain 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 Timetable 2026*

	Monday	Tuesday	Wednesday	Thursday	Friday
Toronto: 09:00 - 12:15 Vancouver: 13:35 - 16:55					
Week 1	Introduction to Digital Marketing Group project time	Content Marketing Group project time	Social Media Marketing Group project time	Social Media Marketing Group project time	Social Media Marketing Group project time
Week 2	Search Engine Optimisation (SEO) Group project time	Company Visit	Search Engine Optimisation (SEO) Group project time	Display Ads and Pay-Per-Click (PPC) Group project time	Email Marketing Group project time
Week 3	Email Marketing Group project time	Brand Storytelling Group project time	Brand Storytelling Group project time	Guest Speaker	Website Optimisation Group project time
Week 4	Website Optimisation Group project time	Google Analytics 4 (GA4) Prepare final presentation	Digital Marketing Strategy Prepare final presentation	Digital Marketing Strategy Prepare final presentation	Final Presentation

*Class times may vary depending on start date.



Visit us in Toronto
5 Park Home Ave., 6th floor, North York, ON M2N 6L4, Canada
Call us: +1 (416) 223-7855

Visit us in Vancouver
549 Howe St, 9th Floor, Vancouver BC, Canada
Call us: +1 (604) 684-9577

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.

For agent sales enquiries please contact us at sales@bayswater.ac

Email us:
bookings@bayswater.ac

