

2026 start dates:

Toronto: 9 Feb, 1 Jun, 24 Aug

Vancouver: 6 Jan, 2 Feb, 2 Mar, 30 March, 27 Apr, 25 May, 22 June, 20 Jul, 17 Aug, 14 Sep, 12 Oct, 9 Nov

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

Professional English courses we offer in Canada:

CX Customer Experience Management

International Business Management

Project Management

Digital Marketing

Stack your skills

Our 4-week courses provide focused learning experiences for students who want to improve their English while exploring professional topics through guided instruction.



Benefits:

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

Additional certificate from the DMI: Digital Marketing Associate

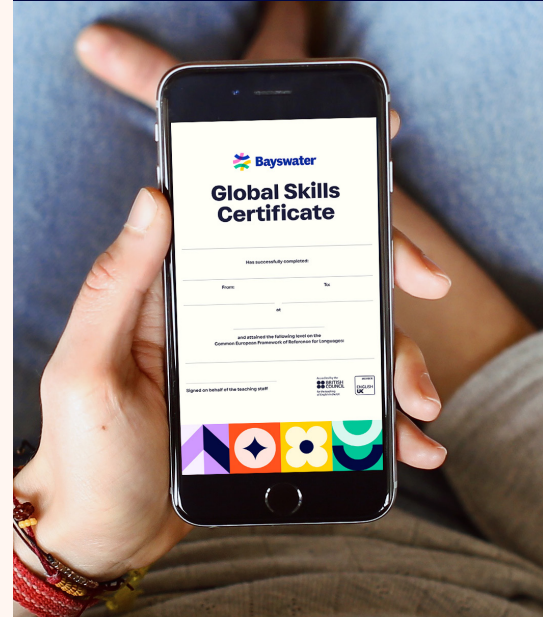
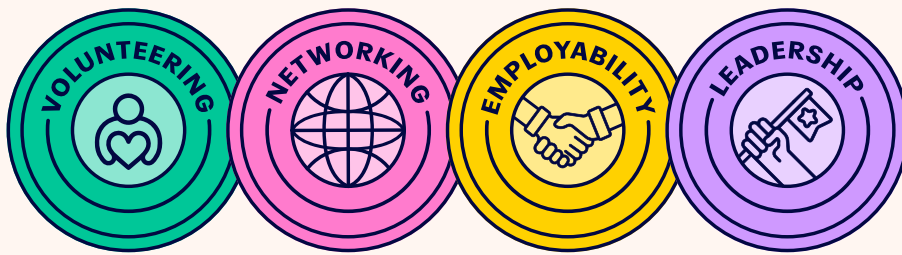


Digital Marketing Institute

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

