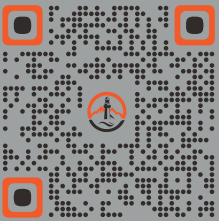


Digital Marketing

Diploma Programs

Discover leading-edge digital marketing techniques in our program. Learn to excel in SEO, social media, analytics for exceptional online impact and many other key courses that students can make a difference.



Why SELC in Canada?

1. **Life-time job support** in Canada
2. **Refreshing learning** opportunity
3. Learn from **industry experts**
4. **Credit transfer options** to public institutions
5. **Payment plan & scholarships** are available



Delivery method

In-person



Start dates

Every 4 weeks



Schedule

Evening



Durations

48 weeks or 96 weeks



English requirement

Upper intermediate



Program Durations



Learning Objectives

- Marketing research & strategic web design
- Social media marketing
- Search engine optimization
- Strategic web design
- Integrated marketing communication
- Digital marketing automation techniques
- E-commerce & brand management
- Digital marketing analytics & cyber law

Occupations



Email Marketer



Digital Marketing Specialist



Marketing Coordinator



Content Strategist

Pathways to degree-granting* institutions in Canada

 LaSalle College Vancouver	Transfer up to 12 credits
 CAPILANO UNIVERSITY	Transfer up to 21 credits
	Ask for credit transfer options

*Graduates of our pathway partners programs in the above listed colleges and universities may become eligible for a **PGWP upon completion** of one of those partners degree programs.

Average Salary in Canada

for a Digital Marketing Specialist

\$67,118 / a year

Source: glassdoor.ca