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Digital Marketing

DIPLOMA

- **Two-year, full-time business credential**
- **Gain practical, in-demand skills for digital marketers**
- **Master digital marketing methodologies and campaign strategies**

University of Victoria

Register today!

Start dates: January, September
Delivery: Face to Face, Online or Hybrid

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Responding to the growing need for education and competency development in digital skills and marketing, the Diploma in Digital Marketing (DIGM) equips learners with the expertise to effectively develop and analyze digital marketing initiatives, strategies and communications.

During two years of intensive studies, DIGM learners will complete required courses in areas like Social Media Marketing, Search Engine Optimization, Data Ethics and Security, and Content Marketing Creation and Strategy. Learners will also complete elective courses according to their goals and interests, such as Applied AI, Managing in the Digital Economy, Business Intelligence and Data Analytics Fundamentals, among others. This combination of courses provides learners with a variety of in-demand skills for work in the marketing, promotion and communication fields.

Note: *Graduates may be eligible but are not guaranteed a Post-Graduation Work Permit (PGWP) by completing this program, which was designed to align with the content and focus of CIP code 52.1404*