CONTINUING STUDIES @UVIC

Communicate new perspectives. . .

Digital Marketing DIGM

DIPLOMA

- **Gain practical skills and expand your network**
- **Learn current marketing practices**
- **Build the foundation for success**

Why Continuing Studies at UVic?

All of our programs are expertly designed by coordinators and instructors who are leaders in their fields. Our award-winning programs will enhance your skills, improve your career choices and help you gain a new perspective on your career.

#1 **Canadian comprehensive university for preparing career-ready students.**
- Times Higher Education Global University Employability Ranking, 2022.

#2 **Canadian comprehensive university and consistently ranked in the top 2.**
- Maclean's, 2026.

UVIC
UNIVERSITY OF VICTORIA

Grow your skills with our program

Ready to enhance your career prospects?

Continuing Studies at UVic offers programs with the latest business insights and marketing skills to prepare you for personal and professional success. Whether you're looking to start fresh in a new field or upskill in your current industry, our flexible programs will fit your lifestyle and support your goals.

High ranking reputation

Industry-professional instructors

Flexible learning options

Dedicated student support services

"A solid foundation in digital marketing can open so many doors! The Diploma in Digital Marketing gives students the knowledge and confidence to excel. Whether launching a business, switching careers, or upskilling, this new program provides the tools for success."

- Liz Pittman, instructor and digital communications specialist

Diploma in Digital Marketing

Take the leap to become a confident, skilled digital marketing professional. The Diploma in Digital Marketing (DIGM) provides you with in-demand skills to develop and analyze initiatives, strategies and communications. Hone your skills and gain practical, real-world experience with new digital strategies and tools taught by experts.

Program requirements:
Students need to complete a total of 12 courses (eight required and four elective courses).

- Content Marketing Creation and Strategy
- Search Engine Optimization
- Data Ethics and Security
- Marketing
- Digital Marketing Concepts and Execution
- Marketing Communication
- Social Media Marketing
- Marketing Analytics

+ **4** Electives

	Diploma in Digital Marketing (DIGM)
Start dates:	Ongoing
Program length:	2 years (full-time)
Total courses:	12 (3 courses per term)
Course length:	13 weeks per course
Language level*:	TOEFL IBT 79 or IELTS 6.0 (no sub-score < 5.5)

*Please refer to continuingstudies.uvic.ca/business-and-management/programs/ for most current requirements.

"An understanding of digital marketing is crucial to success in any industry. Too often I see organizations spending countless hours and dollars on marketing initiatives that fall short. I'm excited about what UVic will offer students in this program and how they will be able to positively impact companies and organizations in the future."

- Suzanne Jolly, M. Ed, instructor and owner of Jolly Good Multimedia

Micro-credentials

Discover the potential of micro-credentials—a fast and flexible way to boost your skills and stay ahead in your field. With our diverse range of programs, you'll gain specialized, career-enhancing expertise to meet the demands of today's business and technology world. Whether you prefer to learn online, in-person, or a mix of both, our micro-certificates are versatile to meet your learning style.

Take your education further and explore these micro-certificates:

- Marketing Communication
- Business Communication
- Administrative Technology
- Business Intelligence and Data Analytics

How to apply

Ready to embark on your journey to success? Contact us to get started!

Digital Marketing Diploma
continuingstudies.uvic.ca/digital-marketing

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