

# Diploma in Digital Marketing (DIGM)

**Start Dates:** January, September  
**Program Length:** 2 years (full-time)  
**Total courses:** 12 (3 courses per term; \$990/course)  
**Each course:** 13 weeks per course  
**Delivery:** Face to Face, Online, Blended  
**Accommodation:** Private housing  
**Language Level:** Duolingo 110 overall score  
**PGWP Eligibility:** Yes; CIP code 52.1404  
**Tuition:** \$15,559 CAD (incl. fees + materials)

## Required Courses (8):

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

**+ 4 electives**