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Digital Marketing & Marketing Analytics

Businesses in all sectors of Canada's digital economy have a pressing need for employees with a range of technical, analytical, business and interpersonal skills. This program will enable students to meet those needs while also developing the skills to build a brand, attract customers and thrive in a digital marketing environment.

The program is designed to enable students to become proficient in the practices and techniques used in modern marketing environments. Students learn how to combine traditional marketing and communication practices with digital marketing applications to ensure a successful marketing campaign or strategy. At the same time, they gain training in workplace business practices, communications and interpersonal dynamics.

Upon graduation, students can expect to find employment in a broad range of marketing positions in both the public and private sectors. Potential position titles include Digital Marketing Specialist, Digital or Online Marketing Manager, Digital Marketing Copywriter, Marketing Analyst, Marketing Researcher and Customer Service Representative.

Job Outlook

Median Hourly
Wage
\$33.24



Canada Job Bank, Feb 2025
Scan the QR code to see more
key facts about this program.

SCAN TO
LEARN MORE ABOUT
THE PROGRAM



Credential Upon Completion	Ontario College Graduate Certificate
Annual Fees (CAD)	\$18,422 + \$1,725 program costs (2025)
English Proficiency	IELTS 6.5, no band lower than 6.0
Eligible Applicants	Graduates from a three or four-year degree program in fields related to business/media arts
CIP Code	52.14.04 (PGWP eligible)

EMAIL: INTERNATIONAL@CONFEDERATIONCOLLEGE.CA

Note: Confederation College does not guarantee post-graduation employment or specific wage outcomes for graduates.