

GROW BRANDS ACROSS TODAY'S DIGITAL CHANNELS.

Digital Marketing Management Diploma

Learn modern digital strategies and tools that help organizations expand their online presence and reach the right audiences.

CREDENTIAL
Diploma

DURATION
50 Weeks

DELIVERY
Online

CLASS FORMAT
Live Online

PROGRAM OVERVIEW

Turn strategy, content and data into growth.

This 50-week diploma provides hands-on training in digital marketing operations. Students learn strategy, advertising, communications, online engagement and the digital tools used in today's business environments.

Salary outlook

\$35.58
average wage / hr*

\$57.44
high wage / hr*

*Wage figures shown on the program webpage. Actual earnings vary.

Career-ready curriculum

- Marketing Fundamentals
- Digital Strategy
- Content Marketing
- Social Media Marketing
- SEO
- Paid Digital Advertising
- Email Marketing
- Web Analytics
- Brand Management
- E-commerce
- Campaign Planning
- Career Preparation

Career opportunities

Digital Marketing Coordinator

Social Media Specialist

Content Marketing Assistant

SEO Specialist

Marketing Analyst

Campaign Coordinator

Where graduates work

Marketing agencies, corporate marketing teams, ecommerce businesses, nonprofits, startups and professional-services firms.

Admission requirements

Applicants must meet **one** of the following:

- High school graduation
- GED or equivalent
- Mature student: submit a detailed resume outlining experience and qualifications

What you will gain

- Digital strategy and campaign planning
- Content and social-media marketing
- SEO, paid advertising and email marketing
- Web analytics and reporting
- Brand and ecommerce skills

Study support

Available to residents of Alberta, British Columbia and Ontario. Local support and financial-assistance guidance are available.

Scholarship & loan information

Financial support options may be available for qualified applicants, including scholarships, student loans, grants, bursaries and flexible repayment assistance.

Guidance from application to approval

Financial coordinators can assist with document preparation, application procedures and evaluation of scholarship criteria.

START YOUR JOURNEY

**Ready to move
your career forward?**

ALPHA COMMUNITY OUTREACH

+1-866-309-7666 • alpha@aoonline.ca
We typically reply within 24 hours.