

DIGITAL MARKETING

CERTIFICATE

Make a career out of your creativity

Canada is one of the world's largest advertising markets. According to Statista.com digital ad expenditure in Canada will exceed \$12 billion by 2024. With Sheridan's Digital Marketing Certificate, you can learn about the inner workings of Search Engine Marketing (SEM), Search Engine Optimization (SEO), social media analytics and the detail that goes into video, email, and website marketing campaigns. Learn how to gather and analyze data and how to apply your natural creativity to the demands of different digital spaces. As a digital marketing professional, you can make a career out of your creativity. Enrol Today.

Sheridan's Digital Marketing Certificate program consists of 6 compulsory courses. If desired, students can complete this certificate in as little as one (1) year.

Jobs in Digital Marketing

What is Digital Marketing?

Traditional marketing promotes and sells an organization's goods and services to a target market. Digital marketing adapts traditional marketing practices to the online world. A digital marketing specialist does market research, strategizes and produces content for marketing campaigns across social media platforms, websites, email promotions, search engines and other digital spaces.

What are the job prospects?

According to the Government of Canada Job Bank, there is a need for professionals in advertising, marketing and public relations. The Job Bank predicts 46,400 new job openings in advertising, marketing and PR from 2019-2028, with only 44,100 new job seekers available to fill those jobs.

Salary: About \$31/hour

A typical mid-range salary for a digital marketing co-ordinator is \$31.25/hr. according to Government of Canada Job Bank data.

Upon completion of this program, students will be able to:

- Develop social media advertising and digital marketing objectives
- Understand various social media platforms and their usefulness
- Develop marketing strategies related to Business to Consumer (B2C) Marketing and Business-to-Business (B2B) Marketing
- Describe current trends and their affect on the changing marketing landscape
- Adapt marketing strategies to the mobile-user experience
- Analyze web and social media analytics and reports to make marketing decisions

A Digital Marketing Certificate can lead to these job titles:

- Social media manager
- Search engine optimization (SEO) manager
- Marketing campaign manager
- Content strategist
- Conversion rate optimiser
- Email marketing specialist
- Sentiment analyst
- Brand manager

Sheridan Digital Marketing Certificate

6 courses to completion:

[Fundamentals of Digital Marketing Management](#)

[Social Media Marketing Strategies](#)

[Search Engine Marketing](#)

[Mobile Marketing](#)

[Data Acquisition and Marketing Analytics](#)

[Applied Project for Digital Marketing](#)

Program Delivery

Courses may be offered in three formats: online (synchronous/virtual), online (asynchronous), or on-campus at our Hazel McCallion (Mississauga) and Davis (Brampton) campuses. Please refer to the course offering on the website for exact details.



If you have any general questions about Continuing and Professional Studies at Sheridan, please feel free to contact our Opportunity Centre at caps@sheridancollege.ca or 905-874-4440.

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FAQs

What are the admissions requirements?

You must be a Grade 12 graduate or a mature student (aged 19 years or over). Some exceptions may also apply, please refer to the specific program page of your choice for exact admission details.

What course should I take first?

For those just entering the program, the recommended introductory courses are:

[MKTG70020 Fundamentals of Digital Marketing Management](#)

[MKTG70025 Social Media Marketing Strategies](#)

The required last course is:

[MKTG70040 Applied Project for Digital Marketing](#)

How many courses are there in the program?

The program consists of 6 compulsory courses. Courses are offered one to three times a year: Fall, Winter, Spring. Check specific courses for availability.

Are there prerequisites for the courses?

No.

How long will it take to get my certificate?

Students can complete this certificate in as little as 3-4 terms (12-16 months). The recommended program pathway is below.

Please note this is subject to course availability:

Term 1 - Fundamentals of Digital Marketing Management

Term 2 - Social Media Marketing Strategies

-Search Engine Optimization

Term 3 - Mobile Marketing

-Data Acquisition and Marketing Analytics

Term 4 - Applied Project for Digital Marketing

Digital Marketing Foundations Recognition of Achievement

If you are unsure about committing to the full certificate, the program Digital Marketing Foundations Recognition of Achievement is also available. This program consists of three (3) courses that lay a foundational knowledge in digital marketing principles and practices.

Students will gain the essential knowledge needed to create solid marketing, search engine, and social media plans. This is a perfect introductory credential for those who wish to test out a new field of study, or quickly upskill for current trends.

Students who complete this credential can easily pathway into our Certificate program after completion.

Why should I consider a Certificate in Digital Marketing?

Digital marketing stands at a dynamic intersection of business and creativity. If

you already enjoy working in digital and online spaces, a career in digital marketing can engage your creative abilities, develop your analytic skills and connect you with a wide range of people. With good job prospects and interesting work projects, digital marketing is a great career to pursue.

Register now - Click, call or scan.

Click

[Digital Marketing](#)

Call

905-874-4440

Scan

