

Certificate in Digital Marketing

Master digital strategies to effectively
target audiences for impact and growth.



■ JUN 1, 2026

■ 11 Weeks
Part-Time

■ Blended
Intensive

■ 2,474 CAD

OSAP ELIGIBLE

■ SEP 14, 2026

■ 6 Months
Part-Time

■ Blended
Online

■ 2,474 CAD

Skills You'll Gain

Strategy & Planning

Content & SEO

Social Media

Email Marketing

Analytics

Prepare for Roles Like

Digital Marketing Specialist

CRM Coordinator

Digital Performance Coordinator

Admission Requirements

Direct Enrolment

What You'll Learn

Build the skills to leverage cutting-edge digital tools across marketing channels to deliver impressive results. Learn how to leverage SEO, SEM, and LLMS, Pay Per Click (PPC) advertising and CRM communications, and how to apply ethical AI practices while using generative tools to improve targeting and enhance content.

01 / Customers and Digital Content

Discover how media is consumed across all devices and platforms to create an ecosystem ripe for marketers and advertisers to communicate products, services, and brands. Learn how to evaluate trends in digital usage and behaviour and apply customer and market information to develop and plan a content marketing framework.

02 / Digital Channels

Be introduced to the forms and usages of Paid, Earned, Shared, and Owned media. Understand search engine marketing strategies and acquire the basics of social media strategy for shared media.

03 / Digital Automation and Analytics

Learn marketing automation to nurture leads through email, newsletters, and other forms of automated user engagement. Design, build and execute a drip email campaign and report and measure web and social analytics.



Course details and fees subject to
change. Visit yorku.ca/continue.

Why York University School of Continuing Studies

Designed for working
professionals, the School of
Continuing Studies
combines academic rigour
with real-world application
—so you graduate with skills
you can use immediately.



Work-integrated learning
with digital skills today's
employers are prioritizing



Applied learning through
real-world challenges with
current market insights



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curriculum shaped by
subject matter experts



Cohort-based learning that
builds lasting professional
connections



Flexible formats designed
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Not sure if this
program is right for
you? Let's talk.

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