



Certificate in Digital Marketing Analytics

Master the tools to drive smarter campaigns and data-informed decisions.

SEPT 21, 2026 6 Months Part-Time Blended Online \$3,450 CAD

Skills You'll Gain

Google Campaign Tools in Practice

Marketing Analytics Strategy

Customer Insights

Campaign Performance

Data Visualization

Prepare for Roles Like

Digital Marketing Analyst

CRM Analyst

Web Analytics Specialist

Admission Requirements

Direct Enrolment

What You'll Learn

This program will equip you with the skills to collect, interpret and leverage marketing data to optimize performance. Students will gain hands-on experience in creating dashboards, reports and solving real-world problems.

01 / Fundamentals of Digital Marketing Analytics

Gain a solid foundation in marketing analytics, blending key concepts with practical applications. Explore the entire marketing lifecycle and prepare to make informed, data-driven decisions that enhance marketing effectiveness.

02 / Digital Marketing Analytics Tools and Techniques

Learn advanced techniques to configure tracking systems, manage and analyze data across multiple platforms and optimize digital strategies. You'll use core analytics tools like Google Analytics, Ads and Social Media Reporting for platforms including Meta, TikTok and YouTube. Gain in-depth knowledge of paid media tactic analysis using Google Ads and Campaign Manager.

03 / Advanced Digital Marketing Analytics and Applications

Integrate advanced marketing analytics models and emerging technologies. Explore cutting-edge concepts like Multi-Touch and Mix-Media Modelling, mastering the intricacies of data flow and internet data management.



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



Industry-informed curriculum shaped by subject matter experts



Cohort-based learning that builds lasting professional connections



Flexible formats designed for working professionals

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

EMAIL continue@yorku.ca

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York University School of Continuing Studies

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