

Certificate in Digital Marketing

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



■ JAN 18, 2027 ■ 6 Months Part-Time ■ Blended Online ■ 2,550 CAD

■ FEB 8, 2027 ■ 11 Weeks Part-Time ■ Blended Intensive ■ 2,550 CAD

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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



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

CALL
416.736.5616
1.855.900.YORK

LEARN MORE
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York University School
of Continuing Studies

68 The Pond Road,
4700 Keele St,
Toronto ON, M3J 1P3