Eastern College

DIGITAL MARKETING AND GRAPHIC DESIGN USING AI

Build job-ready skills in digital marketing and graphic design, enhanced by AI tools used in today's workplaces.

COURSE TYPE	DURATION	INTERNSHIP	MODE OF DELIVERY
Diploma	53 Weeks	N/A	Online Remote



RECOGNIZED BY:

CMA Canadian Marketing Association

Start your journey

easterncollege.ca

CANADA BEST MANAGED COMPANIES Platinum member

1.877.297.0777

YOUR LEARNING JOURNEY

Digital Marketing and Graphic Design Using AI

53 Weeks
Diploma Program Length

The 53-week Digital Marketing and Graphic Design Using AI diploma program is delivered through Online Remote classes, allowing students to gain practical experience and create portfolio-ready work.

Students build skills in digital marketing, graphic design, content creation, and AI-supported workflows. Program topics include social media, email marketing, Google Ads, Google Analytics, website design, video editing, motion graphics, business fundamentals, and Adobe Creative Suite applications, including Photoshop, Illustrator, and InDesign.

PROGRAM BENEFITS

- Dual Marketing & Design Skills
- Project-Based Learning
- Mentorship from Industry Experts
- AI for Marketing & Design
- Portfolio Development

MODE OF DELIVERY:

Online Remote delivery allows students to attend live, instructor-led classes virtually from any location in all provinces. Classes are held at scheduled times through the Microsoft Teams video conferencing platform, enabling students to engage in real-time learning, ask questions, participate in discussions, complete assigned coursework, and access instructor support. Attendance and active participation in live sessions is mandatory.

PROGRAM HIGHLIGHTS INCLUDE:

Registered and Approved Diploma | Career Services | Job Search Assistance | Alumni Program Benefits

Student Success Strategies Digital Literacy for Professionals Career Planning and Preparation - Level 1	**4 Weeks**
Digital Marketing 1 Digital Marketing 2	**4 Weeks**
Content Strategy Fundamentals of Graphic Design Website Content Management	**4 Weeks**
Online Reputation Management Email Marketing Portfolios for Digital Marketers	**4 Weeks**
Social Media Platforms and Strategies Using AI Insights	**4 Weeks**
Search Engine Optimization using AI Google Analytics using AI Insights	**4 Weeks**
SEM and PPC Using AI Insights	**4 Weeks**

Design Theory Foundations Advanced Design Theory	**4 Weeks**
Communication for Creatives Business and Entrepreneurship	**4 Weeks**
Generative AI for Design Designing Websites with ADI* Motion Graphics and Video Editing	**4 Weeks**
Adobe Photoshop and Generative AI Adobe Illustrator	**4 Weeks**
Adobe InDesign Print Design	**4 Weeks**
Logo and Identity Design Portfolio for Graphic Designers	**4 Weeks**
Career Planning & Preparation - Level 2	**1 Week**

***Note:** ADI stands for Artificial Design Intelligence*

RECOGNIZED BY:

CHARTERED MARKETER

Digital Marketing and Graphic Design Using AI program at Eastern College is recognized by the **Canadian Marketing Association** as an accelerated pathway to the **Chartered Marketer designation,** Canada's only nationally recognized professional marketing credential. Learn more about the CMA benefits of becoming a Chartered Marketer and the details on the Accelerated Education Pathway at charteredmarketer.ca.

YOUR INVESTMENT IN EDUCATION

Digital Marketing and Graphic Design Using AI

YOUR EDUCATION IS MORE THAN A COST; IT'S AN INVESTMENT IN YOUR FUTURE.

Our fee structure is designed to reflect the value of the career-focused training, hands-on experience, and industry-relevant skills you gain throughout your program. Each component of your tuition supports your journey toward a rewarding and sustainable career.

When reviewing your fees, consider the long-term return: graduates are equipped with in-demand skills that can lead to increased earning potential, career advancement, and greater job stability.

We are committed to helping you make the most of this investment by providing quality education, career services, and ongoing support, so you can confidently take the next step toward your future.

DOMESTIC STUDENT PROGRAM COST			
Description	**Year 1**	**Year 2**	**Total**
Weeks	29 wks	24 wks	53 wks
Hours	580 hrs	480 hrs	1060 hrs
Tuition	$8,643.00	$7,152.00	$15,795.00
Digital Resource Fee	$915.00	$757.00	$1,672.00
Student Protection Fee	$86.43	$71.52	$157.95
TOTAL TUITION AND FEES	**$9,644.43**	**$7,980.52**	**$17,624.95**

STANDARD PAYMENT PLAN		
1ST Payment	Start of Program	$5,786.66
2ND Payment	Midpoint of Academic Year	$3,857.77
3RD Payment	Start of Second Academic Year	$4,788.31
4TH Payment	Mid-point of Second Academic Year	$3,192.21
TOTAL DOMESTIC STUDENT TUITION AND FEES		**$17,624.95**

Pricing above is valid for all domestic students for programs that start before March 31, 2027

- Financial assistance may be available for those who qualify.
- Monthly payment plans are also available.

  Information about funding options is available at: https://easterncollege.ca/financial-services/
- Our dedicated Financial Aid Officers are here to help you every step of the way. Contact us today and let us help you unlock the financial support you need to achieve your education and career goals!

EMPLOYMENT AND WAGE OUTLOOK

Digital Marketing and Graphic Design Using AI



$34

Average Wage Hourly**

$47

High Wage Hourly**

Source: jobbank.gc.ca, NOC Code: 11202 | 52120 - **Wage data rounded down to the nearest dollar. Average wage does not reflect the starting salary but represents the middle value between lowest to highest wages. Local (or regional) income may vary. Last updated in Nov 2025

CAREER OPPORTUNITIES

- Digital Marketing Coordinator
- Junior Graphic Designer
- Social Media Coordinator
- Content Marketing Coordinator
- Digital Designer Email Marketing Coordinator
- Paid Media Coordinator
- Marketing Graphic Designer
- Social Media and Content Coordinator
- Marketing and Design Coordinator
- Website Content Coordinator
- Multimedia Content Creator
- E-commerce Marketing Coordinator
- Creative Services Coordinator
- Digital Communications Coordinator
- Graphic Designer and Digital Specialist

EMPLOYERS WHO HAVE HIRED EASTERN GRADS

SMASHING PIXELS · mosaic · Opal Marketing · Ontario Local Health Integration Network · 42NORTH DIGITAL MARKETING · WSI · STRATICOM TECHNOLOGIES

ADMISSIONS AND IMPORTANT INFORMATION

Digital Marketing and Graphic Design Using AI

NOC Code: 11202/52120

ADMISSION REQUIREMENTS

1. Student has Grade 12 or equivalent or meets criteria for Mature Student Status. Mature students must be 19 years of age, pass a qualifying test, and provide a Letter of Intent OR resume that supports their skills and aptitudes to be successful in the program.
2. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 18.

*Applicants from other Canadian provinces must be at least 19 years of age and a minimum of 1 year out of high school by the program start date and successfully pass an academic achievement test.

International Students: Please contact us for more detail regarding admissions requirements.

ADVANCED STANDING POLICY

Like all post-secondary institutions in New Brunswick, Eastern College reserves the right to accept or deny advanced standing into its programs.

PROGRAM INFORMATION NOTICE

This diploma program may not be available at all campuses. The program may have additional reading weeks, depending on the start date.

ABOUT EASTERN COLLEGE

Eastern College is registered as a private career college in New Brunswick and Nova Scotia. Private career colleges in New Brunswick are governed and regulated by the Private Occupational Training Act (POTA).

NOTE: In order to continuously improve our programs, Eastern College reserves the right to modify programs at any time. Program delivery order may vary depending on the program start date.

COURSE DESCRIPTIONS
Digital Marketing and Graphic Design Using AI

STUDENT SUCCESS STRATEGIES
This course stresses the importance of developing non-technical skills to enhance personal, academic, and career success. The course will address strategies that are important for all adult learners, such as managing finances, maintaining health and wellness, understanding learning styles, setting goals, and honing practical study skills (such as memory, reading, and test-taking techniques). In addition, this course emphasizes strategies needed to succeed in your program, such as navigating technology efficiently,interacting and engaging with peers and facilitators/instructors, and managing learning time and space.

DIGITAL LITERACY FOR PROFESSIONALS
This course introduces essential concepts and principles for navigating and working in a digital environment. Key topics include using devices, managing information, creating and editing content, communicating and collaborating with digital tools, and ensuring online safety and responsibility. You will also apply best practices for folder organization and file naming conventions.

CAREER PLANNING & PREPARATION – LEVEL 1
This course will introduce you to and provide practice in using the tools required for a successful job search. The concepts covered in this course will help you maintain a career-focused approach throughout your studies so that you are better prepared to conduct a job search after graduating. Specifically, you will learn how to identify your soft and hard skills and how to articulate your abilities in a clear and concise Elevator Pitch that will appeal to employers and resonate with industry contacts. You will learn about the job search resources available to you including using career websites, creating LinkedIn profiles, accessing the “hidden” job market, and networking. You will examine sample résumés and cover letters and begin the process of creating your own professional résumés and cover letters that align with current conventions for content, organization, and formatting. You will also learn about the role of references, thank you letters, workplace philosophies, and strategies for success including maintaining a professional image and using proper etiquette when communicating with potential employers and industry contacts.

DIGITAL MARKETING FOUNDATIONS 1
This course focuses on the fundamentals of marketing and demonstrates the distinction between traditional and digital marketing. By the end of this course, you will be able to define marketing as a concept, identify factors that contribute to strategic planning in marketing, and develop knowledge and skills pertaining to market segmentation, customer persona, and customer journey. You will learn how to effectively plan strategic marketing activities based on market research, and how to identify target customers and their needs.

DIGITAL MARKETING FOUNDATIONS 2
This course will give you a strong foundation in developing strategic Integrated Marketing Communications plans, and it builds on the knowledge you developed in Digital Marketing Foundations 1. You will explore different strategies and tactics used in Integrated Marketing Communication Plans to help achieve business and marketing goals for clients. You will recognize how to apply the SMART goal format to identify strategic goals and then develop an Integrated Marketing Communications plan to support the successful achievement of those goals. How will you know if your plan worked? How will you communicate the success of the marketing budget and demonstrate whether there was a return on investment and successful achievement of the marketing and business goals? This course will introduce you to the importance of analytics, especially in the context of digital marketing, as well as strategies for identifying Key Performance Indicators that measure the success of marketing activities post implementation of the marketing plan. You will also be learning about branding, logos, and constructing brand identities.

CONTENT STRATEGY
Content is at the core of all digital marketing activity. In this course, you will learn how to plan content marketing, how to develop content that works well for the target audience, and how to measure its impact. Additionally, you will explore how to structure your content so that online readers will remain engaged. You will learn about various digital content delivery channels and examine content strategy best practices for each of those channels. You will explore the process of writing content using marketing techniques to educate, entertain, and/or draw in customer engagement, and achieve business goals. You will gain practical handson skills through a project-based approach, in which you will develop a content strategy, content calendar, content aligned with your strategy, and lastly, identify the metrics you would use to measure the success of your content marketing plan. You will leave the course feeling confident in discussing content strategy from the planning stage to the evaluation stage.

FUNDAMENTALS OF GRAPHIC DESIGN

In this course, you will develop foundational design knowledge and skills through exposure to the fundamental principles of graphic design such as image-making, typography, composition, and working with colour, contrast and shapes. This course will cover the relationship between graphic design and digital marketing and how visual media can affect online consumer behaviour. There will be an emphasis on the fundamentals and value of graphic design to express brand identity.

WEBSITE CONTENT MANAGEMENT

In this course, you will learn the essentials of web content management and how to align your website with broader digital marketing strategies. You will explore the development of effective website strategies that integrate with content marketing, email, and social media campaigns to support business objectives. The course will also cover the use of no-code platforms and AI-driven solutions, such as Wix ADI and Canva Websites allowing you to build basic websites without coding skills. You will focus on creating content that drives engagement, supports brand messaging, and aligns with your digital marketing goals. By the end of this course you will have the foundational skills to create and manage a website that enhances your marketing efforts and delivers results.

ONLINE REPUTATION MANAGEMENT

In this course, you will learn how to build, maintain, and recover a robust and sustainable online reputation. This course will cover how an online reputation can be created, monitored, improved, and measured, as well as how to deal with crises. You will learn a brief history of social media and the difficult lessons that were learned as the technology grew and evolved. You will be exposed to real-life case studies and discuss how reputations were irreparably damaged, salvaged, and/or resurrected. The importance of a well-trained media relations manager will be stressed. You will have an opportunity to respond to real-world case scenarios where you will act as a media relations manager and resolve online reputation management issues. You will also learn to create customer surveys to obtain Net Promoter Score (NPS) results and discuss some key metrics and reputation monitoring tools that measure a company's online reputation and ranking.

EMAIL MARKETING

Email is an effective marketing channel that allows businesses to maintain contact with their customers at each stage of the customer journey, and it is therefore very valuable both in the form of direct and digital marketing. This course focuses on how to effectively align your email marketing campaigns to the customer journey using lifecycle marketing. You will develop knowledge about lead nurturing strategies and contact segmentation. In this course, you will learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

SOCIAL MEDIA PLATFORMS AND STRATEGIES USING AI INSIGHTS

In this course, you will learn how to effectively use and optimize social media platforms such as Facebook, LinkedIn, Instagram,X (formerly Twitter), Pinterest, and YouTube for business purposes, focusing on building strategic campaigns that align with marketing, branding, and sales goals. You will explore current social media trends and learn how to stay agile in this rapidlyevolving space, applying a multi-platform approach to reach your audience. The course will also cover strategies for analyzing platform-specific data insights which are AI-driven to measure success and refine campaigns. Additionally, you will explore the role of AI-driven tools in content creation, ad targeting, and trend analysis, enhancing your ability to create data-driven and hyper-personalized campaigns. By the end of this course, you will be equipped to create mock social media campaigns and participate in simulations that offer hands-on experience. You will also have the opportunity to include these projects in your professional portfolio to effectively showcase your expertise and understanding in social media marketing.

SEM AND PPC USING AI INSIGHTS

In this course, you will learn how to develop effective PPC strategies using Google Ads, with a focus on understanding the difference between Search Campaigns, Display Campaigns, Video Campaigns, AI-Powered Shopping Campaigns, and AI-Powered Campaigns (Performance Max) to drive results. Key components of the course include creating a landing page to support Search Engine Marketing (SEM) goals, maximizing marketing spend through effective keyword research, demographic targeting, bidding strategies, and ad frequency planning. You will also learn how to measure performance through key metrics and KPIs, identify methods for re-targeting, and develop comprehensive plans to drive leads, increase sales, and boost web traffic. Through simulations and mock campaign creation, you will gain hands-on experience in creating and managing Google Ads campaigns that align with your business objectives.

SEARCH ENGINE OPTIMIZATION USING AI

In this course, you will learn how to develop and implement effective Search Engine Optimization (SEO) strategies to improve a website's visibility and drive organic traffic. You will explore how to optimize search engine presence, monitor keyword performance, and analyze key metrics such as traffic, rankings, and conversions. The course will introduce you to essential tools like Google Search Console and other free crawling tools for conducting SEO site audits. Additionally, you will dive into the integration of AI in SEO, learning how AI-driven tools can automate keyword research, enhance content optimization, and predict trends to boost a website's performance. By the end of this course, you will be equipped to create a comprehensive SEO strategy, leveraging both traditional and AI-powered tactics to increase online visibility and achieve SEO goals.

GOOGLE ANALYTICS USING AI INSIGHTS

In this course, you will develop essential skills in digital analytics by working with Google Analytics 4, a comprehensive tool for tracking, measuring, and optimizing digital marketing performance. You will learn to analyze key metrics such as audience behaviour, traffic sources, and conversions, with a focus on leveraging AI-driven insights to detect emerging trends and anomalies in real-time. The course will also explore predictive analytics, enabling you to understand how to forecast future performance and make data-driven decisions that enhance marketing strategies. By the end of the course, you will be equipped with foundational skills on transforming raw data into actionable insights and present professional analytic reports that drive strategic marketing efforts and maximize ROI.

PORTFOLIOS FOR DIGITAL MARKETING

In this course, you will learn how to design a professional digital marketing portfolio that reflects your brand and highlights your expertise in campaign development, strategy, and data-driven success. Your portfolio will include marketing campaigns, strategy, analytics, and personal branding using industry-standard tools like Google Analytics, LinkedIn, and WordPress. The course will also teach you how to make a compelling résumés, optimize your LinkedIn and Instagram profiles, and create a personal marketing strategy to promote your skills effectively. Upon completion of the course, you will have a professionally written digital marketing portfolio, a professional résumé, and the confidence to present your work to clients.

DESIGN THEORY FOUNDATIONS

In this course, you will explore the foundational principles of graphic design and develop a strong understanding of how to apply them in today's digital world. We will cover the role of graphic design in visual communication, helping you recognize common design mistakes by referencing industry standards and best practices. You will also gain insight into modern design trends, themes, and the legal considerations that impact design, such as accessibility and inclusivity. This course will provide you with the skills to create visually compelling and meaningful designs that align with user needs and communicate effectively. By the end of the course, you will be able to craft well-composed, balanced, and aesthetically impactful designs, laying a solid foundation for your continued growth in graphic design.

ADVANCED DESIGN THEORY

In this course, you will explore advanced design thinking principles and learn how to create visually compelling designs through strategic use of colour theory, typography, and composition. You will examine the essential stages of design thinking, from understanding user needs to ideation, prototyping, and iteration based on real-world feedback. You will gain practical skills in visual storytelling, mastering the art of layout design while leveraging advanced techniques like contrast, rhythm, and proportion to create balanced and engaging compositions. Throughout the course, you will explore the impact of colour on brand identity and consumer behaviour, and how to craft designs that resonate across cultural contexts. By the end, you will be equipped with the tools to create high-quality, user-focused designs that meet industry standards, blending creativity with strategic, ethical design practices.

COMMUNICATION FOR CREATIVES

In this course, you will develop the essential communication skills required for a thriving graphic design career. You will learn how to craft strategic business messages, effectively manage client relationships, and collaborate with teams in today's digital world. You will develop clear, concise emails, reports, and proposals that align with business objectives, while maintaining the highest professional and ethical standards. This course also explores client communication strategies, creating impactful creative briefs, and leveraging advanced collaboration tools to ensure seamless project success. The course will provide you with real-world scenarios and interactive projects designed to develop your visual and written communication skills so you can easily engage clients, teams, and stakeholders on multiple platforms with confidence

BUSINESS AND ENTREPRENEURSHIP

In this course, you will explore how to launch or grow your own freelance design career by learning the essentials of business and entrepreneurship. Whether you're setting up a small business in Canada or managing contracts and client relationships, this course covers the essentials of how to do so. Other areas you will review include setting rates, invoicing, taxes, and managing your overall finances. You will also learn how to attract clients and grow your brand.

GENERATIVE AI FOR DESIGN

This course explores how cutting-edge generative AI tools can help you enhance your design workflow. You will learn how to create effective AI prompts to generate meaningful content and how to refine the results further to achieve the desired visual outcomes for each prompt. Throughout the course you will assess the ethical and legal considerations that surround the use of AI in creative work, covering issues like copyright and intellectual property. Additionally, you will use various AI tools to apply these new skills to create unique logos, posters, or advertisements while balancing your own creative input for optimal results. By the end of this course, you will be able to evaluate AI-generated designs critically for quality, authenticity, and usability, and discern the appropriate use of AI versus human input into the design process.

DESIGNING WEBSITES WITH ARTIFICIAL DESIGN INTELLIGENCE

In this course you will learn how to create professional, user-friendly websites using Artificial Design Intelligence (ADI) tools, with no coding required. You will focus on building websites that align with modern UX (user experience) and UI (user interface) design principles, ensuring that they stand out in a competitive digital landscape. You will also explore how to integrate content, visuals, and branding, and to enhance websites for search engine optimization (SEO) and responsive web design. Through the use of ADI, by the end of the course you will be able to design, customize, and manage websites that enhance brand identity and improve user engagement.

MOTION GRAPHICS AND VIDEO EDITING

In this course, you will learn the basic skills needed to create motion graphics and edit videos using industry-standard tools. The course covers the essentials of designing simple motion graphics, focusing on text animations and keyframe transitions. You will also explore video editing techniques such as cutting, trimming, and adding transitions to craft smooth, cohesive content. By the end of the course, you will be able to use various tools efficiently to produce simple quality motion graphics and videos, ready for social media or web platforms.

ADOBE PHOTOSHOP AND GENERATIVE AI

In this course, you will learn how to edit and enhance images using Adobe Photoshop's powerful tools. The course will focus on the mastery of key photo editing techniques, such as retouching, layering, and masking, while incorporating advanced AI-powered features to automate and improve your workflow. You will also explore how to create compelling visual compositions, integrate typography, and prepare your designs for both web and print output. By the end of the course, you will be able to edit, manipulate, and export images that align with industry standards and creative projects.

ADOBE ILLUSTRATOR

In this course you will learn how to create and manipulate vector-based designs using Adobe Illustrator's powerful tools. The course will focus on the mastery of key techniques such as creating shapes, working with paths, and applying colour, while developing foundational skills in selecting, transforming, and layering artwork. You will also explore how to integrate typography into your designs and prepare files for both web and print output. By the end of the course, you will be able to create, edit, and export professional-quality vector graphics from Adobe Illustrator that meet industry standards.

ADOBE INDESIGN

In this course, you will learn how to create professional layouts and designs using Adobe InDesign. The course will focus on the mastery of essential tools for document setup, page management, and typography, ensuring your layouts are consistent and visually engaging. You will also explore how to incorporate graphics, manage colours, and prepare your projects for both print and digital publishing. By the end of the course, you will be able to create, format, and export multi-page documents that meet industry standards.

PRINT DESIGN

In this course, you will learn the essential skills needed to create professional-quality print projects using three Adobe applications - InDesign, Photoshop, and Illustrator. You will explore key aspects of print design, including setting up documents with the correct margins, grids, and bleeds. In addition, you will learn how to manage colour (RGB versus CMYK, Pantone) and image resolution for optimal print quality. The course will cover the full print production lifecycle, from preflighting and packaging files to generating print-ready PDFs. Additionally, you will gain project related experience with finishing techniques such as die-cutting, embossing, and foil stamping. The course also addresses modern trends, including digital versus offset printing and sustainable print practices.

LOGO AND IDENTITY DESIGN

This course covers the essential skills to design professional logos that clearly communicate a brand's identity and strategic goals. You will revisit key design principles like typography, colour theory, and visual hierarchy, and understand how to create logos that work well across different platforms, including print and digital. From initial concept to final execution, you will develop techniques for creating scalable and versatile logos in any format. In addition to designing logos, you will also create brand identity systems that include brand guidelines and assets to ensure consistency and a strong visual impact across all media. By the end of the course, you will be able to design logos and identity systems that meet real-world branding needs, ensuring both visual appeal and functionality.

PORTFOLIOS FOR GRAPHIC DESIGNERS

In this course, you will learn how to plan, design, and present a professional portfolio that reflects your personal brand and showcases your design skills. You will integrate traditional and digital elements using the latest tools and platforms to build a cohesive portfolio that meets industry standards. You will also create a compelling resume, refine your LinkedIn or Instagram profiles, and develop a personal marketing strategy to promote yourself effectively. By the end, you will have a polished portfolio, a professional resume, and the confidence to present them to potential clients or employers.

CAREER PLANNING & PREPARATION – LEVEL 2

This module builds on concepts and skills introduced in the Career Planning and Preparation Level 1 module.
In this subsequent module, you will update and refine your résumé and LinkedIn Profile. You will continue writing cover letters and learn the value of customizing cover letters to specific job postings. You will have the opportunity to apply this knowledge as you conduct a job search and write a cover letter tailored to an ideal job post. Through research, you will create a list of top employers and target current industry opportunities. You will learn about current methods for applying to job postings using technology. You will also gain an understanding of the job interview process, typical interview questions and possible responses, and expectations of both the interviewer and interviewee. In addition, you will engage in practical application of the interview process through role-play. Topics such as negotiating salary, self-management, and on-the-job success for placements and post-graduate employment will also be covered.

Eastern College

Find your path

Speak one-on-one with an Education Consultant to explore your goals, funding options, and next steps.

https://appointment.easterncollege.ca/

Build your future

EASTERN COLLEGE LOCATIONS

FREDERICTON | SAINT JOHN | MONCTON | HALIFAX

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