Eastern College

DIGITAL MARKETING

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	29 Weeks	N/A	Online Self-Study



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

29 Weeks
Diploma Program Length

The 29-week Digital Marketing diploma program is delivered through an Online Self-Study format, providing students with flexible, career-focused training designed to build job-ready skills and portfolio-ready work.

Students develop skills in marketing strategy, content creation, social media, email marketing, website content management, and online reputation management. Program topics also include SEO, SEM, Google Ads, Google Analytics, AI-supported campaign insights, graphic design fundamentals, professional portfolio development, and career preparation.

PROGRAM BENEFITS

- Real-World Marketing Projects and Simulations
- AI for Marketing Strategy and Creativity
- Mentorship from Industry Experts
- Portfolio Development

MODE OF DELIVERY:

Online Self-Study delivery means the student will completed self-directed online learning with no scheduled live classes. Students access course materials, complete assignments, and participate in discussions on their own schedule within structured weekly deadlines. Instructor support is available via email, discussion boards, and the LMS (Learning Management System).

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**
SEM and PPC using AI Insights	**4 Weeks**
Search Engine Optimization using AI Google Analytics using AI Insights	**4 Weeks**
Career Planning & Preparation - Level 2	**1 Week**

RECOGNIZED BY:

CHARTERED MARKETER

The **Digital Marketing** 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

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**	**Total**
Weeks	29 wks	29 wks
Hours	580 hrs	580 hrs
Tuition	$9,370.00	$9,370.00
Digital Learning Resources	$1,561.00	$1,561.00
Student Protection Fee	$93.70	$93.70
TOTAL TUITION AND FEES	**$11,024.70**	**$11,024.70**

STANDARD PAYMENT PLAN		
1ST Payment	Start of Program	$6,614.82
2ND Payment	Midpoint of Academic Year	$4,409.88
TOTAL DOMESTIC STUDENT TUITION AND FEES		**$11,024.70**

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



80%

Employment Rate*

$25

Average Wage Hourly**

$43

High Wage Hourly**

Source: workingincanada.gc.ca, NOC Code: 11202 - *Employment Rate based on 2024 contactable Eastern graduates employed in a related field **Wage data rounded down to the nearest dollar. Wage data rounded down to the nearest dollar. Average wage doesn't reflect the starting salary but represents the middle value between lowest to highest wages. Local (or regional) income may vary. Last updated in March 2025.

CAREER OPPORTUNITIES

- Digital Media Marketing
- Social Media Promotion
- Web Content Creation
- Marketing Coordinator
- Digital Marketing Coordinato
- Digital Advertising Coordinator
- Personal Branding
- Digital Marketing Specialist
- Social Media Coordinator
- Content Marketing Coordinator
- Digital Content Coordinator
- Community Management Coordinator

EMPLOYERS WHO HAVE HIRED EASTERN GRADS

SMASHING PIXELS · mosaic · Opal Marketing · Ontario Local Health Integration Network · 44NORTH DIGITAL MARKETING · WSI · STRATICOM TECHNOLOGIES

ADMISSIONS AND IMPORTANT INFORMATION

Digital Marketing

NOC Code: 11202

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

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 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 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 yourplan 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 hands-on 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 rapidly evolving 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.

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 be also 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

Are you following us?

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