

MARKETING MANAGEMENT - DIGITAL (DMTD)

Create smart advertising to get customers to take notice and take action

Become a strategic marketer with expertise in the latest tools to help companies develop and launch effective digital marketing strategies and campaigns that increase profits, grow website traffic, get new customers, and more!

In this program, you'll learn how best to use and manage digital advertising mediums (like social media networks, web pages, online streaming platforms, etc.) to create thoughtful campaigns that reach your target customers, make an impact, and influence them to perform an action that will make your strategy a success, like subscribing to a mailing list or purchasing a product. You'll also learn how to analyze the effectiveness of campaigns and the many ways you can use internet search engines as a tactic in your marketing toolkit.

This program is delivered in-person on weekends at our Toronto campus (<https://cambriancollege.ca/visit-cambrian/locations/toronto-campus/>) and asynchronously (<https://cambriancollege.ca/program-delivery/>) during the week.

Program highlights

- Accelerated program so you can earn a one-year graduate certificate in as little as eight months
- Hands-on learning through case studies and an applied learning project
- Taught by industry experts and seasoned faculty

Program of study for 2025-26 Academic Year

Semester 1		Credits
BUS 2722	CSR and Ethics	3
COM 1901	Business Communication	3
MKT 2720	Marketing Management	3
MKT 3720	Intro to Digital Marketing	3
MKT 3721	Marketing Research	3
MKT 4720	Trends in Consumer Behaviour	3
MKT 4722	Professional Selling	3
Credits		21
Semester 2		Credits
BUS 4725	Applied Learning Project	4
MKT 3722	Social Media Marketing	3
MKT 3723	E-Commerce Strategies	3
MKT 3724	Campaign Strategies	3
MKT 3725	Marketing Communications	3
MKT 4721	Digital Brand Management	3
MKT 4723	Marketing Metrics and Analysis	3
Credits		22
Total Credits		43

Admission requirements

Applicants must be graduates of a diploma, advanced diploma, or degree program from an Ontario College or equivalent.

OR

Applicant must possess five years of work experience in a related field (or combination of education and work experience) as judged by the college to be equivalent. Applicants must submit a resume detailing their related experience and a cover letter outlining their competencies and preparedness for the program (any and all post-secondary transcripts must still be submitted).

Program delivery

2025-2026

Spring term start

SEMESTER 1: Spring 2026

SEMESTER 2: Fall 2026

Specific program pathways

College or university degree opportunities

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambriancollege.ca/supports-services/articulation-agreements/>) details for further information.

Employment opportunities

- SEO specialist
- Social media marketer
- Digital marketing consultant
- Digital marketing manager
- Content marketer
- Email marketing specialist
- Affiliate marketing specialist