



**PETERS
SCHOOL**
Business

Eligible for
**FINANCIAL AID
& AWARDS**

BUSINESS ADMINISTRATION

DIGITAL MARKETING SPECIALIZATION

2-Year Diploma

Develop the skills to create, manage and measure digital marketing strategies that help organizations achieve their goals. Learn to use current marketing technologies, create engaging campaigns and apply marketing fundamentals in today's digital landscape.

PROGRAM LEARNING OUTCOMES

- ▶ Apply problem-solving and critical thinking skills to effectively respond to challenges and opportunities in business.
- ▶ Collaborate with others toward fulfillment of a shared vision, goal, initiative, or project.
- ▶ Collect, analyze, and interpret data to make informed decisions.
- ▶ Demonstrate effective communication by selecting and utilizing suitable methods tailored to diverse situations.
- ▶ Determine the ethical implications of business decisions, considering the potential impacts on stakeholders and society.
- ▶ Leverage technology to meet organizational needs.
- ▶ Integrate marketing communication in achieving the strategic operations of an organization.
- ▶ Integrate environmental sustainability, social responsibility, and governance principles to enhance and drive an organization's strategic business initiatives.
- ▶ Provide customer service and solutions that meet and exceed stakeholder expectations.
- ▶ Apply marketing fundamentals to support the strategic operations of an organization.
- ▶ Identify current/emerging marketing technologies and use them in enhancing marketing activities and operations.

You might be a good fit for this program if you would enjoy:

- ▶ Generating new ideas and developing creative, digital-first solutions.
- ▶ Thinking strategically about marketing and customer engagement.
- ▶ Using data and analytics to guide decisions and improve results.
- ▶ Presenting ideas clearly and persuasively.
- ▶ Building relationships with clients and collaborating with teams.
- ▶ Keeping up with changing technologies, digital platforms, and consumer trends.



Campus/Delivery Options

Victoria Avenue East campus
Parkland campus



Available Intakes

September | January

EXPECTATIONS

Program and Industry

- ▶ Communicate effectively in writing and verbally across digital platforms.
- ▶ Apply analytical and critical thinking to support marketing and sales objectives.
- ▶ Adapt quickly to evolving tools, technologies, and market trends.
- ▶ Manage time effectively and meet deadlines in a fast-paced environment.
- ▶ Support business development through digital campaigns, lead generation, and customer engagement.
- ▶ Lead and contribute to team projects and marketing initiatives.
- ▶ Use digital tools and marketing technologies confidently to improve efficiency and results.
- ▶ Understand basic financial concepts to support budgeting and campaign performance.
- ▶ Deliver strong customer service and build positive client relationships.

CAREER OPPORTUNITIES

A Digital Marketing diploma prepares graduates for entry-level roles in online marketing, sales, and customer engagement. Common career opportunities include digital marketing assistant, social media coordinator, sales and marketing representative, and marketing analyst. Graduates find employment across industries such as retail, tourism, financial services, non-profits, and technology, where organizations rely on digital channels to attract customers, generate leads, and support sales growth.

The program also creates pathways for career advancement in areas such as digital strategy, brand management, and e-commerce. With experience or additional credentials, graduates can move into roles like digital marketing specialist, sales manager, or marketing manager, or pursue freelance and entrepreneurial opportunities supporting small business marketing and sales efforts. This diploma provides practical, job-ready skills and a strong foundation for ongoing professional development in a fast-evolving field.

ADMISSION REQUIREMENTS

- ▶ A complete Manitoba Grade 12 or equivalent
 - English 40G/40S or equivalent
 - Essential Mathematics 40S or equivalent

NEXT STEPS

Confidence in the career path you choose to embark on is key, and selecting the right program for you is the first step. At Assiniboine, we offer an opportunity to explore and experience a program before applying. Choose to:

SPEND A DAY WITH US

Our Spend a Day program runs from November to March for most programs. When you spend a day at Assiniboine, we partner you with a current student in the program of your choice and you will have the opportunity to:

- ▶ Participate in classroom activities
- ▶ Experience college life
- ▶ Explore all of our helpful services for students
- ▶ Meet current college students and instructors
- ▶ Enjoy a free lunch on us!

assiniboine.net/spendaday

ATTEND AN ONLINE INFO SESSION

Our free, live online information sessions give you the inside scoop on the program you're interested in and life at Assiniboine. Register in advance and from the comfort of your own home, log in to learn about Assiniboine.

assiniboine.net/infosessions



Ready to Start?
APPLY NOW!



assiniboine.net/ba-digitalmarketing