

# Digital Marketing Advanced

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Paid Co-op  
Diploma Programs

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Study & Work  
in Canada

# Digital Marketing Advanced Guidelines 2022

- Overview —
- Why Cornerstone? —
- Career Opportunities —
- What will you learn? —
- Online Applications —



*Fernanda Ave*  
*Head of Tech Programs*



# Program Overview

Advanced Digital Marketing Co-op

Diploma covers the latest topics such as advanced digital marketing strategies, marketing automation, advertising strategies and growth marketing.



DIGITAL  
MARKETING

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# Program Duration

6  
months

Digital Marketing Specialist  
Academic Education  
(Part-time Work Permit)

+

6  
months

Paid Co-op  
(Full-time Work Permit)

6  
months

Digital Marketing Advanced  
Academic Education  
(Part-time Work Permit)

+

6  
months

Paid Co-op  
(Full-time Work Permit)



# Why Cornerstone?

- + Access the most updated curriculum
- + Learn from industry experts with hands-on practices
- + Personalized job support from professionals
- + Get certified by top companies in the world

HubSpot

Google

Hootsuite™

SEMRUSH

Stay

ahead

[ciccc.ca](http://ciccc.ca)

*Javier Lavalle*

*Digital Marketing Diploma Programs  
Coop Coordinator*

# Career Opportunities

After understanding the characteristics of digital marketing strategies and automation techniques, students will be ready for following positions

- E-commerce marketing strategist
- Growth marketer
- Marketing strategist
- Marketing automation specialist
- Content creator
- SEO Specialist



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# What Will You Learn?

- + Advanced Marketing Strategies
- + Growth Marketing
- + Marketing Automation
- + E-commerce Marketing
- + Advanced SEO
- + Digital Advertising
- + Marketing Content Creation

## Advanced Marketing Strategies

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- + How to create advanced marketing strategies?
- + Building trust and convincing your audience
- + Outstanding marketing approaches
- + Advanced marketing techniques
- + Ultramodern digital marketing

## Growth Marketing

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- + What is growth marketing?
- + Understanding marketing funnels
- + Developing and designing marketing experiments
- + Hacking and accelerating growth marketing
- + Advanced growth marketing strategies






## Marketing Automation

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- + What is Marketing Automation?
- + Gain time and cost-effective digital marketing skills
- + Planning and automating different marketing channels
- + Tracking and Integration
- + Understanding how to automate ad campaigns

## E-commerce Marketing

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- + What is e-commerce marketing?
  - + Implementing different types of marketing strategies
  - + Understanding the journey of your audience
  - + Enhanced E-commerce techniques
  - + Troubleshooting and analyzing results
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## Digital Advertising

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- + Developing an advertising strategy
- + Designing creative ads
- + Understanding the role advertising plays in a marketing strategy
- + Learning different advertising platforms for B2B and B2C usage



*Paula Botega*  
*DMS Program Coordinator*



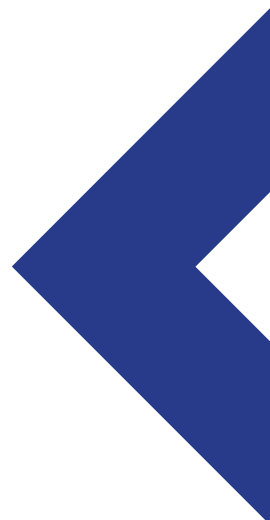
## Advanced SEO

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- + Implementing advanced on-page SEO
- + The inclusive practice of ensuring web performance
- + Classifying page content and SERP hack
- + Advanced user experience optimization
- + Next-generation of SEO

## Marketing Content Creation

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- + How to mastermind while content creation?
  - + Cross-platform of creating content
  - + Learn best practices of writing a content
  - + Content creation for SEO
- 

# Your Success Our Priority

We speak Spanish, Mandarin, Portuguese, Turkish, Japanese, Italian, Cantonese, French, Korean, Russian, Arabic and, of course English.

Let's talk

Apply Now



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