



Post-Graduation  
Work Permit  
(PGWP) Eligible  
CIP Code: 52.1404



## Welcome

We are thrilled to have you as part of our diverse and vibrant community of advanced learning professionals. As you embark on this exciting journey of taking your education to new heights, we want you to know that you are not alone. We understand that starting anything new can be both exhilarating and challenging, but rest assured, we are here to support you every step of the way.



–Dr. Scott Henderson, Vice President & Head,  
Trent University Durham GTA

## APPLY TODAY

Find your next steps at:  
[trentu.ca/apply](https://trentu.ca/apply)

## CONNECT WITH TRENT

**Trent University Durham  
Greater Toronto Area Campus**  
55 Thornton Road South  
Oshawa, Ontario, Canada, L1J 5Y1  
**Phone:** +1 905-435-5100  
**Email:** [international@trentu.ca](mailto:international@trentu.ca)  
**Website:** [trentu.ca/pgc](https://trentu.ca/pgc)  
f @ @TrentUInternational

## CONNECT WITH TRENT'S INTERNATIONAL TEAM

**Support for International Students:**

- Pre-arrival guidance
- Orientation programs
- Ongoing support during your studies

**Phone:** +1 705-748-1314  
**Email:** [international@trentu.ca](mailto:international@trentu.ca)  
**Website:** [trentu.ca/international](https://trentu.ca/international)

# DIGITAL MARKETING

TWO-YEAR POSTGRADUATE CERTIFICATE

Empower your future in digital strategy, branding, and innovative business solutions.



Trent University Durham  
Greater Toronto Area  
Oshawa, Ontario, Canada

## PROGRAM HIGHLIGHTS

- **Duration:** 2 Years
- **Start Dates:** September 2026
- **Cost:** \$26,484 CAD per year\*
- **Application Deadline:** June 15
- **Eligibility:** Open to students with an undergraduate degree
- **Language Requirement:** IELTS overall score of 6.5, with no band below 6.0

# SHAPE YOUR FUTURE WITH DIGITAL MARKETING

This program prepares you to excel in the fast-paced world of digital marketing while fostering entrepreneurial innovation.



## DYNAMIC CAREER OPPORTUNITIES

Graduates excel in roles such as:

- Digital Marketing Specialist
- Social Media Manager
- Brand Strategist
- Content Creator
- Digital Entrepreneur

## WHAT YOU'LL LEARN

- **Master Digital Marketing Tools:** Gain expertise in SEO, social media marketing, content strategy, and analytics.
- **Build Entrepreneurial Skills:** Develop business plans, branding techniques, and leadership strategies to launch your ideas.
- **Gain Hands-On Experience:** Learn to create campaigns and analyze performance using cutting-edge marketing tools.

## POPULAR COURSES

- Principles of Online Marketing
- Social Media Management
- Software Design and Modelling

## SUPPORT FOR YOUR SUCCESS

- **Academic Guidance:** Personalized advising for your unique academic and career goals.
- **Career Development:** Build networks through mentorship, industry workshops, and internships.
- **International Student Services:** Visa assistance, pre-arrival support, and orientation programs.



## Where You'll Study

### EXPERIENCE THE TRENT DURHAM ADVANTAGE

#### Location Advantage:

- Study in Oshawa, part of the thriving Greater Toronto Area (GTA)—a hub for technology, creativity, and business.
- Durham Region, one of the Top 7 Most Intelligent Communities globally.
- Only 40 minutes from Toronto, Canada's largest financial and cultural center.

#### Campus Highlights:

- Ideally located in the heart of Oshawa: Just moments away from the vibrant downtown core, offering easy access to local culture and transit.
- Cutting-edge digital marketing resources and technology.

## The Future of Digital Marketing

With the global shift toward digital engagement, professionals skilled in marketing strategy, branding, and analytics are in high demand. Companies seek experts who can lead digital campaigns and drive business growth. This program equips you with the skills to stand out in competitive global markets.

## TUITION & FEES

Postgraduate Certificate  
(Per Academic Year\*)  
CA \$ US \$\*\*

	CA \$	US \$**
Tuition	\$23,228	\$17,189
Ancillary & Levy Fees	\$3,256	\$2,409
Housing & Meals	\$11,000-\$16,500	\$8,140-\$12,210
Books & Supplies	\$1,500	\$1,100
Personal	\$2,000	\$1,480
<b>Total</b>	<b>\$40,984-\$46,484</b>	<b>\$30,328-\$34,398</b>

\*These costs represent an approximate eight-month budget (based on 2026/27 costs).  
\*\*The above USD amounts are calculated based on an exchange rate of 1 CAD = 0.74 USD.  
Tuition fees are payable in CAD; USD values are for reference only.