



# The ABCs of Digital Marketing: Module 1 Essentials to Digital Marketing, Website Design, and Data Analysis

## Course Overview

**\$270**

Build your foundational understanding with an introduction to digital marketing and harness the versatility of WordPress to create dynamic websites that captivate audiences. Learn the fundamentals of target marketing, digital marketing techniques, and website development for enhanced online visibility and success.

Discover the world of Looker Studio and leverage its advanced analytics capabilities to extract valuable insights from complex datasets of Google Analytics. Unlock the power of data analysis and digital marketing strategies with this comprehensive course.

From mastering Excel's filtering and table functionalities for effective data analysis by exploring metrics, dimensions, and KPIs, you'll gain the skills needed to make data-driven decisions.

Approximately one week before the course starts you will receive a confirmation email that provides additional course details.

Select sections of CEMV 120 course may be eligible for the future skills grant. Learn more about eligibility and how to apply for funding by visiting [cnc.bc.ca/futureskills](https://cnc.bc.ca/futureskills).

## Ready to Register?

Request for Registration Online Form; and/or Sponsor an Employee Form

### FOR MORE INFORMATION:

P 250 561 5846  
E [continuinged@cnc.bc.ca](mailto:continuinged@cnc.bc.ca)  
[cnc.bc.ca/ce](https://cnc.bc.ca/ce)

**12 hours offered in-person or online asynchronous**

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2023F CEMV 120 101  
Sep. 5 - Oct. 10, 2023

Tuesday | 6:00pm - 8:00pm

Registration recommended by August 28, 2023

Please register before the recommended date as courses under-enrolled as of this date may be cancelled. Registrations after this date will be accepted if space is available.



School of Access  
& Continuing Education