



# The ABCs of Digital Marketing

## Course Overview

**\$991**

Get hands-on training in essential skills including search engine optimization, search engine marketing, social media marketing, email marketing, content marketing, and analytics. You will learn practical techniques through real-life projects. By the end of this course, you'll possess a comprehensive understanding of the digital marketing landscape and the necessary tools to succeed in today's competitive market.

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

### Prerequisite:

No pre-requisite required

## 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](http://cnc.bc.ca/ce)

**36 Hours  
Offered In- Person  
& 9 Hours Online**

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2024F CEMV 120

Sept. 10, 2024 - Feb. 18, 2025

Tuesday | 6:00pm - 8:00pm

Registration recommended by  
September 2, 2024.

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