



DIGITAL MARKETER

International Students:

- Learn about living life in Canada and experiencing a career – before making financial and educational commitments of living and studying there
- Discover the real life perspective of living, learning and working in Canada
- Learn about the top Canadian careers, cost of living, salary ranges, life-style and cultures in Vancouver, Toronto and Montreal – the most popular cities.
- Taught live and on-line with experienced Canadian professionals and experts in their field.
- Provide colleges, universities and trade school programs and resources that offer this career path.

Learning Outcomes:

- Students will explore what it is like to work in digital marketing and the different career paths available
- Learn the basics of Digital Marketing and the customer journey
- Understand what it takes to be a digital marketer and the tools used
- Learn the next steps to become a digital marketer

Workshop Content:

- What is Digital Marketing
- Different areas in Digital Marketing
- Career Opportunities
- A Typical Workday
- Tools, software and equipment used for digital marketing
- Information on Education & Training resources
- Job Prospects and Salary Ranges
- Pro's and Cons of the industry