

Digital Marketing and Project Management



Launch your career in digital marketing with hands-on training in SEO, social media, advertising, and data analytics. Learn how to build campaigns, manage projects, and master tools like Google Ads, HubSpot, and Google Analytics.

Digital marketing is about using digital channels to promote products, services, or brands. The main objective is to attract, convert, and retain customers using digital tools and technologies.

Project management is about planning, organizing, executing, and controlling all stages of a project from start to finish. In a marketing context, it ensures that campaigns or initiatives are delivered on time and according to the stated objectives.

 Program Length: **14 months**
Includes **6-week internship**

 Program Delivery: **Online**

CAREER OUTLOOK

Herzing's Digital Marketing and Project Management program offers comprehensive, hands-on training that prepares students for dynamic careers in the digital marketing field.

Employment Statistics

80%

Percentage of 2025 Herzing College Available
Graduates Employed in a Related Field*

PROSPECTIVE JOB TITLES

*Digital marketing specialist, SEO/SEM technician, Digital marketing coordinator, Digital marketing analyst, Digital project manager
Web project coordinator, Digital marketing project manager
Digital campaign manager*

WHO HIRES OUR GRADUATES

Marketing agencies, SEO/SEO agencies, Corporate marketing departments, E-commerce platforms, Digital marketing firms

Employment statistics based on most recent available. Not all programs and learning formats available at all campus locations. The Digital Marketing and Project Management program LCA.GN is registered at and delivered by Herzing College Montreal. This program leads to an Attestation of Collegial Studies (ACS) recognized by the Ministère de l'Éducation (MEQ). Information in this document is subject to change.
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✓ ADMISSION REQUIREMENTS

- Minimum of a Canadian provincial high school diploma or equivalent, or a mature student
- Pass an entrance test administered by Herzing College
- Be interviewed in detail regarding interest in the field
- Note: admission to some programs may include additional requirements

✓ COURSE LIST

Students in this program gain expertise in the core areas of digital marketing, data analysis, advertising, and project management.

- Introduction to Digital Marketing
- SEO Optimization
- Data Analysis in Digital Marketing
- Search Engine Advertising
- Digital Marketing Strategy
- Social Media I
- Social Media II
- Project Management
- Project Management Software
- Internship