

Canadian Digital Marketing Course Breakdown: Who Should You Choose?

								
COURSE TYPE	Digital Marketing Bootcamp	Certified Digital Marketing Professional	Digital Marketing Course Online	Digital Marketing Foundations	Digital Marketing Course	Digital Marketing 6 Week Course	Rotman School of Management Digital Marketing Program	Digital Marketing Program
COURSE LENGTH	80 hrs (10/wk for 8 wks)	30 hrs (up to 24 wks to complete)	30 hrs part time (10 wks)	285 hrs (16 credits, self-paced, up to 7 yrs to complete/ or 3 month option)	40 hrs (2 hr classes 2x/wk, for 9-10 wks)	40 hrs (18 hrs in class, 22 hrs masterclass)	36 hrs (6 weeks 4-6 hours/week)	20-35 hrs (depending on course)
CERTIFICATES	1	1	1	1	1	11	1	1
SKILL LEVEL	Introductory to Beginner	Beginner	Beginner to Intermediate	Introductory to Beginner	Beginner	Beginner to Advanced	Intermediate to Advanced	Beginner to Advanced
ONLINE OR IN-PERSON	Online	Online	Online	Both	Online	Online	Online	Online
LIVE OR RECORDED	Recorded	Recorded	Live	Live	Live	Live	Recorded	Recorded
PRICE	\$1,592.00	\$2,498.00	\$3,250.00	\$3,000	\$3,950	\$3,999	\$2,600	\$1000-2999
SCHOLARSHIPS AVAILABLE?	No - but subsidy available for BC businesses	No	Yes	Large applicaiton process, financial aid available	No, but flexible payment plans, Ontario job grant, and loans available	Yes	No	No
INDUSTRY CERTIFICATE(S) PROVIDED OR BRANDED CERTIFICATE	Branded	Branded	Branded	Branded	Branded	Industry Certificates	Branded	Branded
PRICE PER CERTIFICATE	\$1,592.00	\$2,498.00	\$3,250.00	\$3,000	\$3,950	\$363.55	\$2,600	\$1000-2999
AVERAGE RATING	4.3 (Google Reviews)	5/5 (Course Compare)	4.8/5 (Course Compare)	7.8/10 (collegedunia)	4.5/5 (Career Karma)	5/5 (Course Compare)	N/A	4.8/5 (Course Compare)
CANADIAN INDUSTRY ADVISORY TEAM LISTED ON WEBSITE	No	No	No	No	No	Yes	No	No
HIRING RATE	Not published, tracked or monitored	Not published, tracked or monitored	90%	Not published, tracked or monitored	Not published, tracked or monitored	98%	Not published, tracked or monitored	Not published, tracked or monitored
RAISE RATE	Not published, tracked or monitored	Not published, tracked or monitored	Not published, tracked or monitored	Not published, tracked or monitored	Not published, tracked or monitored	62%	Not published, tracked or monitored	Not published, tracked or monitored
DIVERSE INSTRUCTORS HIGHLIGHTED ON WEBSITE	No	No	Yes	No	No	Yes	Yes	No
BASED IN	Canada	UK	USA	Canada	UK	Canada	Canada	Canada