

Program Description	<ul style="list-style-type: none"> • Free, 8-week digital marketing program for BC-based tourism businesses, focused on providing practical, actionable guidance to complete your digital marketing plan. From setting your goals, to building a better understanding of SEO, website usability, content, email marketing, analytics and more – you’ll leave the program with the confidence and knowledge to put that plan into action. 	<ul style="list-style-type: none"> • For BC-based tourism businesses who prefer the flexibility of working at their own pace, the Tourism Digital Academy Self-Guided program provides participants with access to digital marketing instruction videos, templates and resources to set you on a path to complete a digital marketing plan for your business.
Participant Profile	<ul style="list-style-type: none"> • Designed for business owners or their marketing team members, who are interested in building their knowledge and skills in digital marketing to an intermediate level through structured, compulsory class sessions. 	<ul style="list-style-type: none"> • Designed for business owners or their marketing team members, who are interested in building their knowledge and skills in digital marketing at their own pace.
Eligibility	<ul style="list-style-type: none"> • Application-based, must demonstrate a minimum level of digital marketing experience. 	<ul style="list-style-type: none"> • No minimum level of experience requirements to participate.
Time Commitment	<ul style="list-style-type: none"> • Approximately 80 hours of commitment over 8 weeks: 3 days per week of virtual in-class, instructor-led time (held during work hours), for a total of 5 hours per week, plus an additional 5 hours per week for homework assignments. 	<ul style="list-style-type: none"> • Eight 1-hour videos and the time it takes to complete your marketing plan.
Delivery Format	<ul style="list-style-type: none"> • 8 weeks of interactive sessions led by digital marketing experts and ongoing access to video recordings to guide learning. • Technical tutorials to dig deeper into specific areas and share experiences with other participants. 	<ul style="list-style-type: none"> • 6 months of access to a condensed version of the regular program content, with the ability to start, stop and move around the program on your own time.
Instructor Engagement	<ul style="list-style-type: none"> • Live, interactive sessions and technical tutorials for duration of the 8-week program. • Up to 2 hours total (1 x 15 minute appointments) of one-to-one coaching available on demand to answer your sticky questions. 	<ul style="list-style-type: none"> • None.
Added Benefits	<ul style="list-style-type: none"> • Audits of your business website, SEO and social media channels. • Opportunities for peer support and networking • Up to 2 hours total (1 x 15 minute appointments) of one-to-one coaching available on demand to answer your sticky questions. 	<ul style="list-style-type: none"> • Flexibility to review the material that is relevant and of interest at your own pace and on your own timeline.
Course Materials	<ul style="list-style-type: none"> • A PDF of each of the PPT decks used in the live sessions to follow along in class. • A video of each live session, posted within 24 hours of the class. • Handouts, worksheets and templates to support learning throughout the program including a Marketing plan template. 	<ul style="list-style-type: none"> • Eight (8) 1-hour videos, one for each of the program’s 8 modules, including a PDF and written transcript to follow along. • Handouts, worksheets and templates to support learning throughout the program including a Marketing plan template.
Marketing Plan	<ul style="list-style-type: none"> • Compulsory: A marketing plan template is provided to guide development of your own plan, with activities contained which align to each week’s learnings. Participants are expected to populate the activities in the template and submit them for review on a weekly basis, for instructors to provide feedback. 	<ul style="list-style-type: none"> • Optional: A marketing plan template is provided to guide development of your own plan, with activities contained which align to each week’s learnings.
Access to Materials	<ul style="list-style-type: none"> • Access to the course materials expires 6 months from the course start date. 	<ul style="list-style-type: none"> • Access to the course materials expires 6 months from the date of enrolment to the program.
Completion Certificate	<ul style="list-style-type: none"> • Yes – Participants who complete 70% of their Marketing plan over the course of the program are awarded a Certificate of Completion. 	<ul style="list-style-type: none"> • No.