



EXPLORE Ottawa and Algonquin College

STUDY | Business Communications & Digital Marketing and Content Studio

July 2026



Visit algonquincollege.com/summer to submit an online application or contact us for more information via email international@algonquincollege.com.

ALGONQUIN | International
COLLEGE | Education Centre

EXPERIENCE SUMMER ABROAD

July 2026

This intensive 4-week Business Communications & Digital Marketing and Content Studio college sampler program provides young adults with an opportunity to improve their English proficiency while developing digital marketing skills through hands-on learning opportunities in Canada's capital Ottawa.

PROGRAM AT A GLANCE

This short-term study program is comprised of the following learning activities:

- Business Communications (45 hours)
- Digital Marketing and Content Studio (36 hours)
- One group excursion around Ottawa

WHY CHOOSE OTTAWA?

Safe, clean, and walkable; Ottawa is not only Canada's capital but is also a dynamic showcase city, representing some of Canada's highest qualities in both urban cultures and natural environments. Located between Montreal and Toronto, it rests off the French-Canadian border, allowing for strong French and English influences throughout the city. The site of many of Canada's most impressive national sites and famous landmarks, Ottawa is a city steeped in culture, with world-class museums and galleries displaying stunning national collections alongside pristine rivers, lakes and forests.

WHY CHOOSE ALGONQUIN?

If you are looking for a world-class education in a vibrant capital city, you'll find it here at Algonquin College. With over 160 programs, 20,000 full time students and two vibrant campuses in the Ottawa region, Algonquin is one of Canada's largest colleges. We are a global leader in developing programs that use alternative and innovative teaching methods and are renowned for delivering world-class training with a focus on both theoretical learning and real world applied skills development. We have extensive experience in delivering high quality training domestically and internationally, including China, India, Montenegro, Tanzania, Thailand, Mexico, and Kuwait.

PROGRAM DETAILS

Business Communications (45 hours)

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students develop stronger grammar and business writing skills to become effective business communicators. Through a combination of lectures, exercises, and independent learning, students practice writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Digital Marketing & Content Studio (36 hours)

This course introduces students to the fundamentals of creating and evaluating digital marketing content. Using guided templates and accessible tools, students develop core marketing assets such as personas, value propositions, social media posts, images, short videos, and captions. The course builds skills in identifying and summarizing key marketing ideas, interpreting basic digital performance metrics, and making simple evidence-based recommendations. Emphasis is placed on collaboration, active participation, and clearly presenting marketing concepts within a team-based environment.

PROGRAM FEES

\$3,700 CAD

Fee includes:

- Residence Accommodation
- Transit Pass
- Health Insurance
- Statement of Achievement Upon Successful Completion
- Orientation and Graduation
- One Coordinated Excursion in Ottawa
- Dedicated Student Life Coordinators

TOP THINGS TO EXPLORE IN OTTAWA OUTSIDE OF THE PROGRAM

Landmark Sites and Activities

- Parliament Hill
- Byward Market
- Rideau Canal
- Museum of Nature
- National Gallery
- Canadian Museum of History

- Double Decker Ottawa Bus Tours and Amphibious River Boat Tours
- Haunted Ottawa Walking Tour
- Calypso Water Park
- Camp Fortune Canopy Zip Lining
- White Water Rafting on the Ottawa River
- Canoeing on Dows lake

Regional Travel

- Trip to Toronto and Niagara
- Trip to Montreal and Quebec City