



Trudy Koen, Program Director
 Digital Trades School
trudy.koen@digitaltradeschool.com

Kathryn Carter, Associate Vice-President
 Teaching and Learning, Wilfrid Laurier University
 519-884-0710 ext. 3213 or kcarter@wlu.ca

SEPTEMBER 13, 2018 | 112-18

Laurier partners with new Digital Trades School to bring in-demand digital skills to students and businesses

WATERLOO – Wilfrid Laurier University has partnered with the Digital Trades School, a new experiential learning institution, to introduce the Digital Marketing Apprenticeship Program. The program will equip recent university and college graduates from a variety of disciplines with in-demand digital skills to give them a career-focused competitive advantage in today's digital economy.

The **Digital Trades School** will provide individuals and organizations from Kitchener-Waterloo and Hamilton with digital skills such as e-commerce, website development, digital analytics and Customer Relationship Management (CRM) platform design. The school combines a coached, hands-on apprenticeship learning model from traditional trades with the agile, real-time adaptive approach practiced in top tech companies.

"By collaborating with the Digital Trades School to create programming, Laurier will help students develop digital skills after they graduate and as they pursue their career aspirations," said **Kathryn Carter**, associate vice-president of [Teaching and Learning](#) at Laurier. "This programming, paired with Laurier's career development services and experiential learning opportunities, will set recent Laurier graduates up for success."

The **Digital Marketing Apprenticeship Program** runs from September to March. Over the course of seven months, students will learn through an intensive boot camp with dedicated mentorship from local subject matter experts and engage in a paid apprenticeship project with local businesses. The first cohort begins September 17 with 90 students and nearly 40 businesses participating.

Upon successful completion of the course work and capstone project, students will receive a certificate from the Digital Trades School, as well as a Digital Innovation Skills graduate certificate from Laurier, and professional certifications from program contributors Google, Facebook, Hubspot and Shopify.

"Research shows that the first job a graduate gets out of school is critical to the trajectory of their career and long-term success," said **Dave Inglis**, CEO of Digital Trades School and a Laurier graduate. "This apprenticeship program offers the last mile of learning and hands-on experience that will not only future proof recent grads and put them at the top of companies' recruitment lists, but actively help Canadian businesses become more globally competitive through e-commerce and digital marketing."

For more information on Digital Trades School and the Digital Marketing Apprenticeship Program, please visit www.digitaltradeschool.com.

– 30 –

ABOUT DIGITAL TRADES SCHOOL

Digital Trades School (DTS) is an experiential learning institution with a focus on equipping individuals and organizations at the intersection of business technology and innovation with the mindsets and skill sets to guide the world to come.

Laurier partners with Digital Trades School/Page 2

By applying best practices in design thinking, agile development and adult learning, DTS builds and delivers learning experiences that delight customers and create value for client organizations. Through experiences like apprenticeship-style learning and agile discovery techniques, DTS programs give people the opportunity to use the tools and methodologies relevant to their field and practice. Completing a DTS program means that students have learned skills based on industry-driven needs by solving real business problems.