



ACBI
AUSTRALIAN COLLEGE OF
BUSINESS INTELLIGENCE

10787NAT

ADVANCED DIPLOMA OF DIGITAL MARKETING

CRICOS COURSE CODE: 0100514

WELCOME

The Australian College of Business Intelligence (ACBI) aims to provide students and professionals with increased skills to enable them to enter and compete in the Australian marketplace.

The entry level training offerings start with introducing students from schools and universities to the employment market through job ready courses. ACBI also offers re-skilling of young professionals and upskilling of mature, experienced workers with the aim that they better meet the needs of the industry. Our goal is to graduate practicing professionals who are at the leading edge of their profession.

**“HELPING YOUTH FIND
THEIR PLACE IN THE
WORKFORCE;
HELPING WORKERS
RE-SKILL FOR NEW
ROLES”**



THE COURSE


This Advanced Diploma of Digital Marketing aims to provide graduates with knowledge and skills in digital marketing required to perform the following functions associated with roles such as Digital Marketing Manager or Digital Marketing Strategist:

- Review and evaluate the existing business, operational and marketing strategies and their applicability to digital marketing;
- Understand the benefits of each digital marketing platform and how to utilize these platforms to the benefit of the organisation;
- Analyse and interpret an organisation's vision, mission, values and objectives, and effectively apply this to the digital marketing strategy;
- Engage with internal and external stakeholders and tailor the digital marketing strategy to these individuals;
- Write and develop content for digital publication that is consistent with the organisation's brand identity and marketing objectives;
- Manage the business' digital profiles effectively to increase brand awareness and generate revenue;
- Use key performance indicators to monitor and improve overall digital marketing effectiveness, ensuring activity, quality, cost, and time requirements are met;
- Manage a team to develop a comprehensive digital marketing strategy, implementation plan and strategic review process.

WHY STUDY THIS COURSE

Digital technologies have changed the way we work, communicate and live. ACBI has designed the 10787NAT Advanced Diploma of Digital Marketing that can make a difference in your life. Industry aligned, this qualification will help you to stand out from the crowd and highlight your capabilities. It can transform you into a specialist in your field.





THE COURSE PROVIDES INDIVIDUALS WITH SOLID THEORETICAL AND SOUND PRACTICAL SKILLS TO ENABLE THEM TO BECOME OUTSTANDING PRACTITIONERS OF DIGITAL MARKETING. THE UNIQUE COMBINATION OF PRACTICAL TOOLS AND TECHNIQUES PROVIDES AN INTENSIVE AND HIGHLY EXPERIENTIAL LEARNING EXPERIENCE.

COURSE OVERVIEW

WHO IS THIS COURSE FOR?

Anyone who is seeking to obtain practical knowledge about digital marketing and / or individuals who are currently working in a marketing role or wish to move into a digital marketing role and want to gain a better understanding of how digital marketing can help improve your business.

ABOUT THE INDUSTRY

The term marketing has specialised into specific fields, be it traditional, digital or social. Digital has exploded and is growing at a very fast pace, not only for small business owners but for medium and large enterprises as well.

The rapid evolution of digital marketing has created a “digital disconnect” in which the jobs market in technology, and more specifically digital marketing technology, is hungry for skilled workers.

CAREER OUTCOMES

Possible job titles could include:

- Digital Marketing Manager
- Head Advisor in Digital Marketing
- Digital Marketing Specialist
- Digital Marketing Strategist
- Digital Marketing Coordinator
- Account Executive- Digital Marketing





ABOUT THE COURSE

DELIVERY MODE

The learning environment, activities, learning materials and assessment must simulate workplace situations, where applicable. Suggested delivery modes may include:

- Face-to-face
- Online.

RESOURCES

1. Essential facilities and equipment

Access to internet enabled personal computers to facilitate research and training in addition to access to real or simulated digital marketing computer programs and related software is essential to the delivery of this course.

2. Trainer competence

All delivery must be undertaken by trainers who meet the requirements stated to apply under the Standards for Registered Training Organisations (RTOs) 2015.

PATHWAYS

A person who has successfully completed imported training package units of competency as part of the qualification may seek credit towards a nationally recognised qualification that includes these units as either core or elective units.

HOW IS THE COURSE ASSESSED?

Assessment may be conducted in a real or simulated environment using procedures, information and resources typical of a workplace. Such material must include relevant and current materials that describe digital marketing processes and trends.



WHAT ABOUT RECOGNITION OF PRIOR LEARNING (RPL)?

Students enrolling can apply for recognition of previous learning from other recognised educational and training organisations and for knowledge and skills gained from non-formal or informal learning.

WHAT IS THE DURATION OF THE COURSE?

52 weeks

“SUCCESS IS LIKING YOURSELF, LIKING WHAT YOU DO AND LIKING HOW YOU DO IT.”

ENTRY REQUIREMENTS

1. Essential entry requirements

Entrants to the Advanced Diploma of Digital Marketing must:

- be aged over 18; and
- have completed an approved English language test such as IELTS 5.5 – or equivalent (international students only).

To enter this qualification, individuals must provide evidence of knowledge of:

- marketing principles and concepts
- digital media platforms and software
- social media marketing

To demonstrate this, individuals must have completed a formal course of study or a minimum of one year’s employment in the field of sales and marketing, digital media and social media marketing or related field.

2. Recommended entry requirements

Students should be able to read and write English at approximately year 12 level in order to be able to assimilate the information provided in the program, to read complex instructions and to write competently and accurately.



Unit of competency imported from the (SIR) Retail Services Training Package

SIRXMKT007 Develop a digital marketing plan

Unit of competency imported from the (FNS) Financial Services Training Package

FNSORG501 Develop and manage a budget

Enterprise units of competency developed for the course

DGMANA001 Use web analytics tools to gather data on marketing performance

DGMWEB001 Optimise a website within a digital marketing plan

DGMCON001 Develop and implement a content strategy for digital publication

DGMSEO001 Build and implement a search engine optimisation strategy

DGMSEM001 Create and manage paid search campaigns

DGMMED001 Plan and conduct email marketing

DGMMED002 Plan and conduct marketing through social media

DGMMED003 Plan and conduct display and video advertising

Australian College of Business Intelligence is part of the Australian Institute of Business Intelligence - a leader in providing academic support and career outcomes for students.

AUSTRALIAN COLLEGE OF BUSINESS INTELLIGENCE

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