

# DIGITAL MARKETING



As digitisation continues across virtually every industry, companies across the world from start-ups to established corporates are seeking digital marketing professionals with relevant skills and experience. Our digital marketing courses cover topics including website development and content creation, search engine marketing and optimisation techniques, social media, mobile marketing, Google AdWords and Google Analytics.

If you choose to learn digital marketing, you'll find that the high demand for these skills in most industries makes for a highly flexible career path.

## Job Roles

- Digital Marketing Specialist
- Social Media Planner
- Digital Communications Manager
- Digital Content Coordinator
- Digital Copywriter
- Marketing Automation Specialist
- Business Analyst
- ICT Manager
- Project Manager
- Quality Assurance (IT projects)
- Requirements Analyst
- Solution Analyst

Programs	CRICOS	Duration	Material Fee
10931NAT Diploma of Digital Marketing	109304A	52 Weeks (4 Terms)	ADU\$200/Term
10787NAT Advanced Diploma of Digital Marketing	109305M	52 Weeks (4 Terms)	ADU\$200/Term

## Why study this qualification?

### Hands-on Experience

Develop a comprehensive digital marketing strategy for your chosen business, using the tools and templates provided in the course.

### 3.2 Billion Users

Daily active social media users - which equates to about 42% of the population. (Source: Emarsys, 2019)

### 21.7% Growth

With a projected job growth of 21.7% over the next 5 years between 2019 - 2024 (Source: Seek Australia)

### Accelerate Your Career

Digital marketing is one of the fastest growing industries worldwide, meaning there are strong employment opportunities and high average salaries.

### Benefits of Digital Marketing

- Reach a huge, global audience
- Pinpoint your exact target market
- Build brand awareness
- Rapidly grow revenue
- Improve brand loyalty
- Boost search engine rankings
- Increase website traffic
- Engage with new and existing customers
- Convert leads into paying customers
- Lower marketing costs
- Improve customer service