



Connect

11422NAT DIPLOMA OF DIGITAL MARKETING

CRICOS Course Code: 120522J

Course Duration: 52 weeks (including holidays)

Location: Melbourne City Campus

In today's digital age, it's crucial for businesses to have a strong online presence and effectively engage with their target audience. This comprehensive program will equip you with the knowledge and skills needed to navigate the ever-evolving world of digital marketing and master the art of connecting with audiences.

From developing effective social media strategies to creating compelling content and utilizing data-driven insights, you will learn the latest techniques and best practices to drive brand awareness, increase customer engagement, and ultimately boost your organization's bottom line. Join us on this transformative journey and shape the future of digital marketing, captivate audiences and leave a lasting impression in the online realm.

WHAT WE DO DIFFERENTLY

- Integration of **AI tools (artificial intelligence)** in content creation
- Practical and **experiential learning**
- Integration of the latest **digital marketing tools**
- Be mentored by **industry experts**
- Provide a **safe space to test your own ideas**

OUTCOMES

- Master your **digital marketing skills**
- Unlock the latest **marketing trends**
- Become a **social media management expert**
- Gain insights into **data-driven marketing strategies** and techniques
- Develop a deep understanding of **organic and paid marketing tactics**
- Leverage marketing **automation skills**

CAREER OPPORTUNITIES

- Digital communications manager
- Digital content coordinator
- Digital copywriter
- Digital marketing specialist
- Digital media buyer
- Marketing automation specialist
- Social media planner

COURSE BREAKDOWN



ORGANIC GROWTH

Develop strategies to boost brand visibility through organic and earned channels. Interpret briefs, create strategic plans, and analyse performance to optimise engagement and achieve business goals.

NAT11422002

Facilitate organic and earned marketing



AUTOMATION

Leverage marketing automation tools to streamline workflows, enhance efficiency, and drive results. Integrate technology into campaigns, manage platforms and assess performance for continuous improvement.

NAT11422003

Apply marketing automation



MARKETING 360

Adopt a holistic marketing approach by mastering omnichannel strategies and persuasive copywriting. Create seamless customer experiences, craft compelling content and execute integrated campaigns to drive brand success.

BSBMKG555

Write persuasive copy

NAT11422001

Conduct omnichannel marketing



DIGITAL MONETISATION

Maximize revenue by implementing effective monetisation strategies, enhancing customer engagement, and driving conversions through digital platforms and artificial intelligence.

BSBMKG547

Develop strategies to monetise digital engagement

NAT11287004

Optimise a brand's digital presence using Artificial Intelligence



OPTIMISATION

Refine marketing strategies using data insights and testing. Develop expertise in performance marketing, experiment with tactics, and analyse key metrics to improve campaign effectiveness and maximise ROI.

NAT11422004

Test to optimise performance

NAT11422005

Plan and conduct performance marketing

MORE THAN A COURSE OUR PROGRAMS INCLUDE



MASTERCLASSES

Regular sessions with industry experts in a wide variety of topics.



ENGLISH SUPPORT

Weekly practical language sessions targeted on for real life application.



NETWORKING

Ad-hoc events and guest speakers participating in classes.



EMPLOYABILITY TRAINING

Professional coaching, personal branding and employment advice.

ENTRY REQUIREMENTS

- Applicant must be minimum 18 years of age at the time of commencement.
- Minimum IELTS score of 5.5 or equivalent*.
- Successful completion of Australian Year 12 equivalent qualification or higher is required for all AQF level 5 (Diploma) & above qualifications*.
- Successful completion of Australian Year 11 equivalent qualification or higher may be acceptable for AQF levels 3 & 4 (Cert III & Cert IV) qualifications*.
- Prospective VET students may be required to undertake LLN test as per the Pre-training review & LLN policy. The outcome of this review will help the trainers and Student Support Staff team to identify the learning needs and make provisions for additional academic support where required.

*Please refer to Insight Academy Admissions & Enrolment Policy to check for IELTS equivalence & for the Australian equivalent qualifications from other countries. In the absence of formal English qualifications college may offer an English Placement Test. For more information, please contact Insight Academy.