



# Connect

## 10931NAT DIPLOMA OF DIGITAL MARKETING

CRICOS Course Code: 113091H

**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**

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### 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**

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### 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

Interpret a brief, launch a marketing plan and review performance of organic & earned marketing. Engage and connect with your audience, drive brand awareness and achieve marketing goals.

#### NAT10931003

Facilitate organic and earned marketing



### UNIFY & STRATEGISE

Create a consistent customer experience across multiple channels. Plan and prepare for an omnichannel campaign, determine its requirements, implement the campaign and review its performance.

#### NAT10931001

Omnichannel Marketing

#### BSBMKG546

Develop Social Media Engagement Plans



### AUTOMATION

Determine automation needs of a project or client and use software platforms and technologies to automate marketing tasks, streamline workflows and review its performance.

#### NAT10931004

Apply Marketing Automation



### OPTIMISE & MONETISE

Leverage your online presence to maximize your earnings through customer engagement and digital payment systems. Refine your approach by testing different strategies and tactics to maximize your digital marketing impact.

#### BSBMKG547

Develop strategies to monetize digital engagement

#### NAT10931005

Test to Optimise Performance



### EXECUTION

Interpret a performance marketing brief. Use creativity, strategic thinking, and a deep understanding of your target audience and market trends to plan and implement a compelling campaign.

#### NAT10931002

Plan and conduct performance marketing

#### BSBMKG555

Write persuasive copy

## MORE THAN A COURSE

OUR PROGRAMS INCLUDE



### MASTERCLASSES

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



### INCUBATOR SESSIONS

Personal coaching sessions to work on projects, goal setting & guidance.



### 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 6.0 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.