



Elevate

11394NAT

DIPLOMA OF ARTIFICIAL INTELLIGENCE (AI) IN MARKETING

CRICOS Course Code: 120520M

Course Duration: 52 weeks (including holidays)

Location: Melbourne City Campus

Artificial intelligence is reshaping the marketing landscape, creating exciting opportunities for professionals ready to lead the future. The iElevate program builds your confidence in using AI across every stage of the marketing journey, from developing smarter digital strategies to automating campaigns, creating compelling content and uncovering meaningful consumer insights.

With a strong focus on hands-on learning and real-world application, you will combine essential marketing foundations with practical AI skills. Whether you want to accelerate your career, strengthen your employability or stay ahead in a changing industry, iElevate will help you become a future-ready marketing professional.

WHAT WE DO DIFFERENTLY

- Integration of AI tools across the **full marketing process**
- Use of the latest **AI-powered marketing tools** and platforms
- Practical and **experiential learning in a marketing environment**
- Be **mentored by industry experts** in AI and digital marketing
- Safe space to experiment with ideas and **build confidence with AI technologies**

OUTCOMES

- Master **AI-enhanced digital marketing skills**
- Develop **data-driven strategies** for smarter decision-making
- Create and **optimise content, SEO and paid campaigns** using AI
- Enhance **customer engagement** through chatbots and conversational AI
- Gain practical skills in **marketing analytics, automation and consumer insights**
- Apply AI responsibly with awareness of **ethics and data privacy**

CAREER OPPORTUNITIES

- AI marketing specialist
- Digital marketing strategist
- Marketing data analyst
- Social media and automation manager
- SEO & content optimisation specialist
- Data-driven campaign manager
- Digital marketing consultant in AI-integrated environments



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COURSE BREAKDOWN



AI STRATEGY

Build a strong foundation in AI-driven marketing by developing digital strategies, analysing consumer insights, applying personalisation, and creating smarter campaigns for modern business success.

NAT11394001

Design and implement artificial intelligence driven digital marketing strategies



AI OPTIMISATION

Drive visibility and results by applying artificial intelligence to search engine optimisation, advertising, and pay-per-click strategies that improve reach and performance across channels.

NAT11394002

Apply artificial intelligence technologies to enhance search engine optimisation

NAT11394004

Apply artificial intelligence technologies for effective advertising and pay per click strategies



AI SOCIAL MEDIA

Create effective social media strategies using artificial intelligence to plan content, improve engagement, manage communities, and optimise performance across digital platforms for brands.

NAT11394003

Utilise artificial intelligence tools to develop effective social media marketing strategies



AI CONTENT & CX

Use artificial intelligence to create compelling content, produce multimedia assets, and enhance customer experience through chatbots, conversational technologies, and personalised interactions across touchpoints.

NAT11394005

Employ artificial intelligence for copywriting and multimedia creation

NAT11394006

Enhance customer experience using conversational artificial intelligence and chatbots



AI ANALYTICS

Leverage artificial intelligence to analyse marketing data, uncover consumer insights, and support smarter decision-making through research, forecasting, and performance analytics for campaign optimisation.

NAT11394007

Apply artificial intelligence tools for data-driven marketing analytics

NAT11394008

Leverage artificial intelligence to conduct market research and extract consumer insights

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 a Certificate IV or equivalent qualification in Marketing, Business, Information Technology, or a related field; or relevant industry experience. Relevant experience needs to be of at least 1 year.
- 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.