

DIGITAL MARKETING

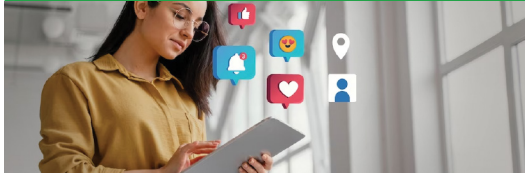
Perth

10931NAT DIPLOMA OF DIGITAL MARKETING

CRICOS Course Code 111099E



Scan here for more information



The world of business is always in need of fresh minds and qualified leaders. If this right up your alley, this might be the next step for your career.

Stanley College offers a wide range of nationally recognised courses in **social media and marketing**. Through these courses, you will gain a strong understanding of the digital environment and obtain skills required to have a successful career or gain the confidence needed to start your own business.

**The career opportunities are endless
for a person with the right skills and knowledge!**

10931NAT DIPLOMA OF DIGITAL MARKETING

Intake Dates 2023	2 Jan, 13 Mar, 22 May, 7 Aug, 2 Oct
Campus	Perth
Tuition Fee	Domestic Student AUD \$8,600 International Student AUD \$9,800
Materials Fee	AUD \$550
Course Duration	52 weeks
Delivery Mode	Face-to-face, Online*
Career Outcomes	Digital Marketer / Digital Media Buyer, Digital Copywriter, Digital Marketing Coordinator, Digital Marketing Specialist, Marketing Automation Specialist, Performance Marketing Manager, Social Media Planner, SEO Coordinator, Digital Content Coordinator, Digital Communications Manager

Academic Entry Requirements	• Completion of Australian Year 12 or equivalent
English Proficiency Entry Requirements	Upper-Intermediate Level of English OR IELTS Test Score of 5.5 OR Other recognised English Language tests such as: <ul style="list-style-type: none">• TOEFL iBT: 46-59• PTE Academic: 42• Cambridge English: 162• OET: C Grade• Duolingo English Test: 85-90• CEFR Levels / Oxford Test: B2 OR Completion of Australian qualifications, evidence of certificate III level (minimum duration 26 weeks) or above

* Fully online delivery mode is ONLY available for domestic students.

10931NAT DIPLOMA OF DIGITAL MARKETING

Course Contents

Students must successfully complete the following units:

- NAT10931001 Conduct omnichannel marketing
- NAT10931002 Plan and conduct performance marketing
- NAT10931003 Facilitate organic and earned marketing
- NAT10931004 Apply marketing automation
- NAT10931005 Test to optimise performance
- BSBMKG555 Write persuasive copy
- BSBMKG546 Develop social media engagement plans
- BSBMKG547 Develop strategies to monetise digital engagement



Digital Marketing Pathway

10931NAT Diploma of Digital Marketing

CRICOS Course Code: 111099E

1 year

Bachelor of Business

CRICOS Course Code: 0100538

with a major in digital marketing

2 years

A Career in Digital Marketing

While traditional marketing still has its place in the world, **digital marketing** is quickly taking over thanks to affordability and analytics.

With powerful tracking technology, digital marketers can now see exactly where customers are coming from and what they're doing on the website. This data-driven approach makes it easier for professionals to prove their worth while leaders will be able to recognize which marketing strategies work best.

92%

**DEMAND FOR DIGITAL
MARKETING SKILLS IN
5 YEARS**

34%

**JOBS WILL BE
AUTOMATED IN THE
NEXT 3 YEARS**

21%

**PROJECTED JOB
GROWTH IN 5 YEARS**

\$70K

**AVERAGE COMMENCING
SALARY**

Source: AcademyXi report on how much do digital marketers earn in Australia in 2022.

According to LinkedIn, the "Digital Marketing Specialist" role is among the top 10 most in-demand jobs.