

# 11266NAT Advanced Diploma of Digital Marketing

## About this course

Discover how to create and implement effective and comprehensive digital marketing strategies. Build your skills in using advanced digital marketing techniques. Be equipped to accelerate your digital marketing career. If you're looking to land a more strategic digital marketing role, this course could be a great fit for you.

## What will I learn?

- Discover how to use a range of AI-based marketing tools in effective, responsible and ethical ways
- Be equipped to use digital analytics tools to develop data-driven insights
- Learn how to leverage Conversion Rate Optimisation, optimise marketing automation and develop sophisticated content marketing strategies
- Gain a solid foundation in SEO and GEO. Discover how to make a business visible in a variety of different search results and AI chatbot responses
- Discover how to prepare overarching strategies to guide an organisation's SEM and paid search marketing
- Learn how to use programmatic advertising; an approach where automated algorithms and technologies are used to buy and sell digital ads
- Build your ability to develop comprehensive annual marketing budgets and strategies, and optimise overall digital marketing spend

## Career Opportunities

- Conversion Rate Optimisation Manager
- SEO/GEO Specialist
- Paid Search Manager
- Content Strategist
- Senior Digital Marketing Manager

## What are the entry requirements

### International students:

- Have completed Australian Year 12 (or equivalent)
- Be at least 18 years of age
- Hold IELTS 6.0 English language equivalence if a non-native English speaker
- Have access to a computer with reliable internet connection.

## Course Overview



Qualification  
**Advanced Diploma**



CRICOS code  
**116942A**



Study mode  
**Blended learning**



Duration  
**52 weeks**



Units  
**8 Units of Competency**

# Course Units

Unit code	Unit name	What you'll learn in this unit
NAT11266001	Use digital analytics to analyse marketing performance	Explore how to use digital analytics tools, such as Google Analytics, to support optimising digital marketing strategies. Develop your skills in investigating an aspect of a brand's digital marketing performance, critically analysing data and developing informed recommendations.
NAT11266008	Use responsible Artificial Intelligence and Artificial Intelligence ethics	With the explosion of AI-based tools for marketing, it's crucial you understand how to best use these technologies. Gain an understanding of what Responsible AI is and how it can be strategically implemented across marketing teams. Build your knowledge of user bias, prompt injections, Large Language Models, marketing AI prompts and more.
NAT11266003	Develop a brand's digital content and social media strategy	Learn how to plan, implement and review sophisticated content marketing strategies. Be equipped to lead the creation of marketing content that educates, entertains and builds loyalty among a brand's audience.
NAT11266004	Research and prepare a Search Engine Optimisation strategy	Discover how to use emerging approaches for Generative Engine Optimisation (GEO), whereby a brand's content is optimised for AI chatbots and technologies. Also build a solid foundation in understanding complementary SEO (Search Engine Optimisation) and AEO (Answer Engine Optimisation) techniques. These approaches can enable brands to appear highly in search results, such as Google search results.
NAT11266005	Create and manage a paid search strategy	Build your understanding of how search engine works, and businesses can optimise their ads that appear in them. Learn how to use AI to assist with researching competitors, creating paid search ads and optimising campaigns. By the end of this unit, you'll be able to plan, implement and optimise effective SEM strategies.
NAT11266007	Prepare a strategy for display and video advertising	Discover the world of programmatic advertising, where automated algorithms and technologies are used to buy and sell digital ads. Explore how you can plan and implement effective strategies for ads that appear in places such as YouTube, TikTok, Amazon and more.
NAT11266006	Develop and implement an email marketing strategy	Email remains one of the most cost-effective, established and personalised marketing channels, and it is vital for digital marketers to understand. In this unit, you'll discover how to use various tactics to acquire, engage, nurture and retain email subscribers. You'll also build your ability to use AI email marketing tools and prepare a high-performing email marketing strategy.
NAT11266002	Optimise a website to improve conversions	Discover how to strategically leverage Conversion Rate Optimisation. Learn how to analyse conversion paths, research competitor websites and identify problematic areas with a website. Then use data-driven insights to prepare and implement a strategy to lift optimise conversion rates.
FNSORG501	Develop and manage a budget	Be equipped to navigate the financial side of digital marketing. Learn how to plan yearly digital marketing costs across different digital marketing channels and activities, while also forecasting expected revenue and profit. Build important financial skills marketers need to manage a digital marketing team or department.
SIRXMKT007	Develop a digital marketing plan	Learn how to prepare a comprehensive 1-year digital marketing strategy. Be prepared to critically analyse past performance, set goals and plan key approaches to drive awareness, engagement, conversion, retention and advocacy. Also build your skills in documenting a digital marketing strategy and gaining buy-in from key stakeholders.