



10931NAT Diploma of Digital Marketing

About this course

The 10931NAT Diploma of Digital Marketing will equip you with the skills you need to plan, run, evaluate and optimise digital marketing campaigns. Throughout this course, you'll develop your skills in using a wide range of industry-respected digital marketing tools. You'll gain experience in setting up and configuring various platforms.

What will I learn?

- Learn how to write persuasive copy, such as text that convinces people and persuades them to buy a product
- Discover how to research target audiences and engage them on social media
- Be equipped to create and optimise performance marketing campaigns
- Build your ecommerce marketing skills, including selecting payment gateways and developing strategies to drive online sales
- Learn how to plan and implement marketing automation
- Build your ability to run omnichannel campaigns that span both online and offline channels
- Learn how to use testing to continually improve the performance of digital campaigns
- Discover how to plan and implement organic marketing campaigns that don't rely on advertising spend

Career Opportunities

- Social Media Manager
- Digital Marketing Specialist
- Social Media Manager
- Digital Copywriter
- Email Automation Specialist
- Performance 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
Diploma



CRICOS code
106574C



Study mode
Blended learning



Duration
52 weeks



Units
8 Units of Competency

Course Units

Unit code	Unit name	What you'll learn
NAT10931002	Plan and conduct performance marketing	Build the skills you need to plan, implement and evaluate performance marketing campaigns. Performance marketing refers to an area of marketing where brands only pay when something results in people doing something, such as clicking on an ad or making a purchase from it.
NAT10931003	Facilitate organic and earned marketing	Discover how to use organic marketing – that is, marketing that doesn't involve the use of paid advertising. Rather than constantly pushing sales, most organic marketing is focused on providing people with valuable content. This helps to make people aware of a brand. It also helps a brand to form meaningful relationships with its audience.
NAT10931005	Test to optimise performance	Discover how to use testing to optimise the performance of marketing campaigns and activities. Learn how to take different variations of ads and other marketing content, and test them against each other to see which performs best.
NAT10931004	Apply marketing automation	This unit is all about using automation for marketing. It's about using technology to automate processes and communications that marketers use.
NAT10931001	Conduct omnichannel marketing	Learn how to combine digital marketing with offline marketing approaches. Discover how to plan, implement and evaluate effective omnichannel marketing campaigns.
BSBMKG555	Write persuasive copy	Discover how you can use persuasive copywriting - that is, how you can write text in a way that influences people and drives them to action. Explore how you can use words to persuade people to buy products, sign up to marketing emails, register for webinars and more
BSBMKG546	Develop social media engagement plans	Explore a range of tactics businesses can use to engage with people on social media. Learn how to connect meaningfully with others to drive interactions and conversations.
BSBMKG547	Develop strategies to monetise digital engagement	Jump into the world of ecommerce marketing. Build your skills and knowledge of using social shopping, optimising online stores and promoting ecommerce offers.