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Diploma of Digital Marketing

- > Get real-world digital marketing skills and knowledge
- > Become a part of the fastest growing industry worldwide
- > Fit your study around your work hours or family commitments



NATIONALLY RECOGNISED
TRAINING

RTO: 22530

Develop relevant skills and increase your job opportunities

This course is the perfect way to prepare for a modern marketing career. Whether you're an entrepreneur, marketer at heart or just looking into starting your own business with digital marketing as part of it's strategy - this course will help establish your skills and grow your ideas using technology-driven tactics.

You can even work on your own business - by developing a comprehensive digital marketing strategy using the tools and templates provided in the course.

Looking for a promotion? This course will add another string to your marketing bow.

What does the course cover?

- **Apply marketing principles and techniques in a digital landscape**
- **Design and conduct omnichannel digital marketing campaigns**
- **Utilise digital channels and automation to implement digital marketing strategies**
- **Test digital marketing performance**

Key benefits

Industry standard software

You'll receive training in the industry standard software, such as writing tools, social media platforms and social analytics tools, eCommerce platforms, and more, so that you can be workforce ready.

Accelerate your career

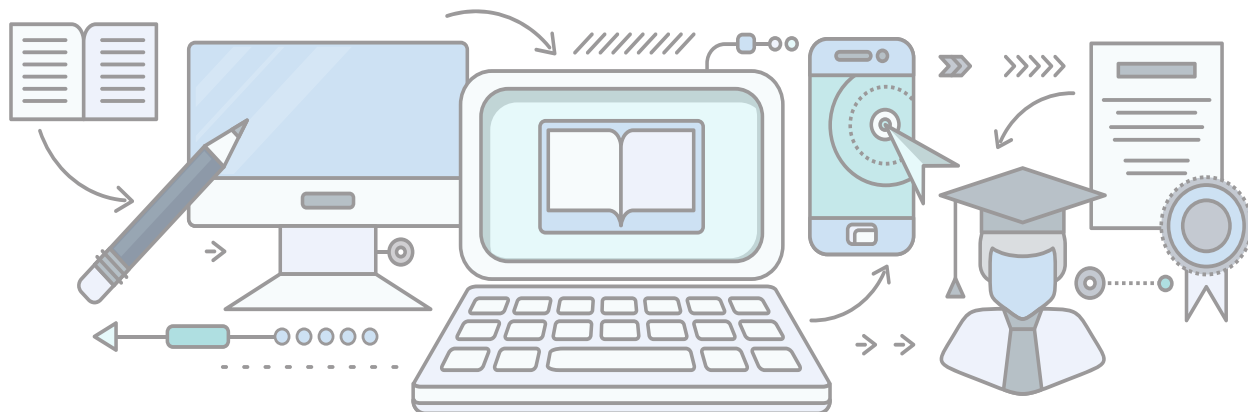
The digital marketing industry is one of the fastest growing industries worldwide, with a projected job growth of 11.4% over the next 5 years (Source: Seek Australia).

Hands-on experience

Develop a comprehensive digital marketing strategy for your chosen business using the skills, tools, and templates you get throughout this course.

Nationally recognised

This qualification is nationally recognised. It's part of the Australian Qualifications Framework. This means you may be able to use it as a pathway to higher education qualifications at institutions around Australia.



Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way. You'll get:

- Easy-to-follow course materials
- Videos and webinars
- Support from your course trainers (phone, email, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

What is the course duration?

This course was designed to be completed within 12–24 months. This allows time to fit study around other work and social commitments.

Your completion time frame depends on your previous education, work experience, time availability and work rate. For example, if you're completing your practical exercises as part of your work duties, you could kill two birds with one stone! Of course, if you're having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

What is the course structure?

This course is delivered completely online. This means you'll access your learning and assessment resources using an online portal. You can access this anywhere and anytime.

You'll need to study a total of 8 nationally recognised units.

What are the entry requirements?

There are no formal entry requirements. Just bring your drive, motivation and passion for the industry. That said, if this is your first time studying at this level, we'll need to check your levels of English and maths before you enrol. People with disabilities are encouraged and supported to apply.

Course costs

Monarch's courses are competitively priced.

Check our website for the most up-to-date prices at www.monarch.edu.au/courses or call us on 1300 738 955.

Course modules

Module 1 / Your Product Evaluation

- BSBMKG555
Write persuasive copy
- BSBMKG546
Develop social media engagement plans

Module 2 / Create Your Launch Strategy

- BSBMKG547
Develop strategies to monetise digital engagement
- NAT10931002
Plan and conduct performance marketing

Module 3 / Improve Your Marketing Campaigns

- NAT10931003
Facilitate organic and earned marketing
- NAT10931005
Test to optimise performance

Module 4 / Create a Consistent Brand Experience

- NAT10931004
Apply marketing automation
- NAT10931001
Conduct omnichannel marketing



Jobs and career pathways

There are a few different paths you can take to become a digital marketer. But regardless of what path you head down, becoming a digital marketer can be a great career choice.

The key is having the right skills. The ones employers are looking for.

That's where Monarch Institute comes in. We're here to build your confidence, skills and knowledge. The stuff you can't get from textbooks or experience alone - no matter what educational background that might be!

You'll get skills to help you take on new roles such as:

- Digital Marketing Assistant
- Pay Per Click Specialist
- Digital Strategist
- SEO Manager
- Content Strategist
- Digital Copywriter



**Get the skills that you
really need.**



**Unrivalled support.
Delivered with care**



**Absolute flexibility.
Your way, your terms.**

Digital Marketing insights

Digital marketing is one of the fastest growing industries worldwide, with strong employment opportunities and high average salaries.

In 2023, the marketing landscape experienced significant growth propelled by an explosion in AI technology and the rise (and fall) of many social media platforms. The year presented abundant opportunities for expansion. What transformations can be expected in short-form video content, and how else can businesses leverage AR/VR technology to their advantage?

The future of digital marketing is looking bright!

Industry insights



Digital marketing employment projection
Up 11.4% to 2026



Earnings (Average full time earnings)
\$1,758 per week



Currently employed in Australia
83,400 professionals

Why choose Monarch Institute?

**You need a different learning experience.
We're ready to deliver.**

Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

Flexibility

- ✓ Fit study around work, family, life
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Fast assessment turnaround times with comprehensive trainer feedback

Enrol today

Chasing your dream job? Ready to level up in your career?
Start your Diploma of Digital Marketing with Monarch Institute today.



To discuss the course that's right for you call
1300 738 955



To find out more information email
info@monarch.edu.au



To enrol, visit our website
www.monarch.edu.au

