

11266NAT

ADVANCED DIPLOMA OF DIGITAL MARKETING



- Accelerate your digital marketing career
- Develop specialised digital marketing skills as well as improving your understanding of responsible AI and AI marketing tools
- Discover how to develop effective digital marketing strategies

WHAT OUR STUDENTS SAY



"Thanks to this studying the Advanced Diploma of Digital Marketing at ACBI, I am now working as a Digital Marketing Apecialist with Vicinity Centres. We have centres like Chadstone in Melbourne and The Galleries and QVB in Sydney which is really exciting.

I definitely wouldn't have been able to do it without this course! It really has taught me a lot. I am having regular catch ups with all the centre marketing managers where I teach them things I learned from my trainer and the course! :) So, a big thanks again."

- Matthew Hanlon, Digital Marketing Graduate



"I personally really enjoyed studying digital marketing at ACBI. You have case studies that you learn throughout the course where you apply different strategies, and you feel like you are doing something properly for a company. When you talk to other classmates, you can understand how people do things differently in the digital marketing industry."

- Juan Verga, Digital Marketing Graduate



"I've completed 3 diplomas with ACBI and only have good things to say about my time with the college. The curriculum is very complete and hands-on. All the trainers I've had were highly qualified and the staff always provided me and other students with amazing support. I can't recommend ACBI enough."

- Manoela Prusch, Digital Marketing Graduate



"As a result of studying at ACBI, I was able to significantly boost my digital media marketing abilities. I found the units to be very interesting, well-structured, and filled with all of the useful and necessary information to complete the assessments. I found the staff to be quite helpful and eager to assist students. My teacher was well-prepared and concerned about the students' future."

- Claudia Salvati, Digital Marketing Graduate



"What I love about ACBI is the industry experience that the teachers have. The course gives good insight into the real-world environment, and the support staff are fantastic here. Since I started, they've been super helpful."

- Raj Naidoo, Digital Marketing Graduate

ACCELERATE YOUR DIGITAL MARKETING CAREER

Whether you are analytical, creative, or strategic, digital marketing is for you! The Advanced Diploma of Digital Marketing will find you extensively building on your current skills in marketing and gaining specialised knowledge to help you accelerate your digital marketing career.

You will build advanced skills and knowledge across a range of digital marketing channels and platforms. You'll learn how to go beyond creating and running campaigns. You'll discover how to analyse past performance, investigate trends and build comprehensive 1-year strategies.

The Advanced Diploma of Digital Marketing will empower you to develop your skills in a variety of specialisations, including marketing data analytics, generative engine optimisation, social media strategy, Artificial Intelligence and budget development. From there, you can then build your career as a digital marketing generalist or continue to develop your skills and specialise in one of the above key areas.

Not sold just yet? Then look to the future and open the door to a well-paid, in-demand and rewarding career. Demand for digital marketers in Australia is expected to grow by 11.4% over the next 5 years. The average salary for Digital Marketing Managers in Australia is \$110,000 while the average salary for Marketing Directors \$170,000. Digital Marketers also score their job satisfaction highly at 4.7 out of 5 (Seek 2026).



WHAT CAREER OPTIONS WILL I HAVE?

Key career opportunities include:

- Digital Marketing Strategist
- GEO/SEO Manager
- Digital Advertising Specialist
- Content Strategist
- Digital Analytics Specialist
- Digital Marketing Manager
- CRO Strategist



Qualification
Advanced Diploma



CRICOS code
116942A



Study mode
Online or blended



Duration
12 Months



Units
10 Units of Competency

In partnership with

DTA DIGITAL TECH
ACADEMY

11266NAT Advanced Diploma of Digital Marketing

What will I learn?

The Advanced Diploma of Digital Marketing will enable you to build skills across a range of components of successful digital marketing. This course is for you if you have prior experience or qualifications in digital marketing and are looking to expand your skill set.

By studying this course, you will be provided with knowledge and practical experience of digital marketing methods used in professional settings. You'll learn how to:

- Investigate marketing problems and develop data-driven insights
- Prepare sophisticated digital marketing strategies and gain buy-in from relevant stakeholders
- Use a range of industry-respected digital marketing platforms, including Google Ads and Google Analytics
- Prepare digital marketing budgets that make use of income and expenditure estimates
- Strategically use different digital marketing channels and techniques together
- Apply Responsible AI principles to marketing
- And more

These skills can be carried over to a variety of different industries, businesses and digital marketing job roles.

What are the entry requirements?

You must be 18 years of age or older at the time of enrolment and:

- Have completed year 12 (or equivalent)
- Have completed a formal course of study or a minimum of one year's employment in sales and marketing, digital media, social media marketing or another related field.

If you are an international student who is a non-native English speaker, you must also have completed an approved an English language test such as IELTS 6.0, or equivalent.

Please note: You will also need access to a computer and a reliable internet connection.

What is the course duration?

You can complete this Advanced Diploma qualification within 1 year. This timeframe allows you to fit your studies around their work, social and other commitments.

If you're studying as a domestic student, it's also possible to complete your qualification sooner. For example, some of our Advanced Diploma graduates have finished their course within 9 months. If you're interested in completing this qualification in less than 12 months, chat with one of our [Course Advisors](#) to find out how.

Are there flexible payment plans?

Yes, we can give you the option to pay for your qualification upfront or to use a flexible payment plan. If you're interested in finding out more about payment options, have a chat with one of our [Course Advisors](#).



STUDY NATIONALLY RECOGNISED UNITS



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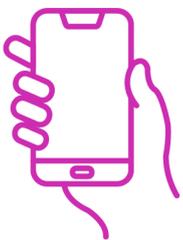
Use digital analytics to analyse marketing performance

Explore how to use digital analytics tools,. Develop your skills in investigating a brand's digital marketing performance, critically analysing data and developing informed recommendations.

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Use responsible Artificial Intelligence and Artificial Intelligence ethics

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.



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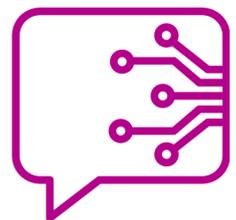
Develop a brand's digital content and social media strategy

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.

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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.



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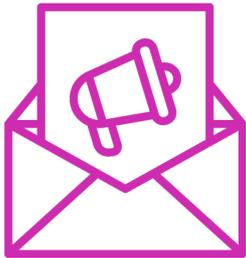
Prepare a strategy for display and video advertising

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, Xbox, Amazon and more.

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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.



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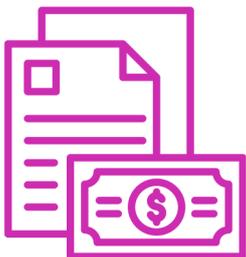
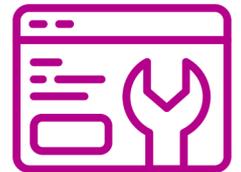
Develop and implement an email marketing strategy

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.

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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.



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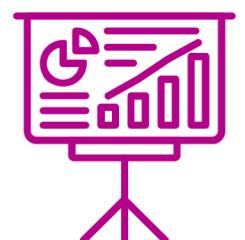
Develop and manage a budget

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.

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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.





5 REASONS TO STUDY WITH ACBI

1. Students are our number 1 priority

Here at ACBI, we want to see you shine! Our dedicated team are here to help make sure your learning enjoyable and that you gain relevant skills. Our student support team can also assist you with any questions you may have throughout your time with us.

2. Dedicated and experienced trainers

Be supported by knowledgeable, enthusiastic and encouraging trainers. At ACBI, our trainers not only have great academic and teaching qualifications but also relevant industry experience. You'll learn how to apply theory to the real world of work.

3. Study with a trusted training provider

ACBI is an established Registered Training Organisation that has been helping our students achieve good course outcomes over 12 years. When you complete your Advanced Diploma of Digital Marketing at ACBI, you'll join over 4,500 graduates who've had success studying with us.

4. Flexible payment options

We can offer you a number of different options when it comes to payment. From paying for your qualification upfront to paying over a number of instalments, you can enjoy flexibility. Talk to one of our course advisors to find out what arrangement may be most suitable for you.

5. Apply your learning to your workplace

If you're currently working, or if you have your own startup or small business, you'll have the choice of applying your assessments to your workplace. This means you can develop your practical skills in real world settings. Alternatively you can choose to use realistic case studies or simulated businesses for your assessments.

WHICH COURSES SHOULD I STUDY?

A CERTIFICATE IV

A Certificate IV is the usual starting place we recommend you take if you have no experience in the industry. An interest in this course may have led you to looking to study and a Certificate IV is a perfect first step to gain a broad overview of what to expect. You will learn the core topics and skills to make a start in your desired industry.

A DIPLOMA

A diploma might be for you if you are thinking of developing further technical skills within the industry. You may already have an understanding of the topic but now wish to move into something more specialised. For example, if you may have completed a Certificate IV in Social Media and Digital Marketing and want to take the next step. A good next step might be a [Diploma of Digital Marketing](#) or a [Diploma of Artificial Intelligence \(AI\)](#).

AN ADVANCED DIPLOMA

If you are either currently working in the industry or have previous learning experience, an Advanced Diploma may be a good fit for you. By studying an Advanced Diploma, you will be building upon your existing knowledge and taking a dive into specialised and technical topics. For example, you may wish to complete an [Advanced Diploma of Digital Marketing](#). On completion of an Advanced Diploma, you could apply for paraprofessional or higher skilled levels of work.





"I enjoyed my experience studying digital marketing at ACBI. My course gave valuable insights into digital marketing and I strongly recommend ACBI to anyone looking to make a start in the sector. My trainer was easy to work with. She provided a very open and welcoming format in each class, which made it easy for those with less experience to feel confident to ask questions, at whatever level they were at."

- Lucy Clark, ACBI Digital Marketing Graduate

"Studying social media at ACBI launched my career in marketing. I'll be forever grateful for that."

- Mattia Baggiani, ACBI Digital Marketing Graduate

"While I studied at ACBI, there were digital marketing skills that I learned and improved. I've implemented them into my business, and I have seen some improvements and developments. My business was helped by ACBI."

- Klaudis Kenneth, ACBI Digital Marketing Graduate

CONVENIENT STUDY MODES

FLEXIBLE 100% ONLINE LEARNING

The Advanced Diploma of Digital Marketing gives the option for domestic students to study 100% online. This allows you to study flexibly from the comfort of your own home (or any other place that's convenient for you).

You'll be empowered to study in your own time, with regular scheduled online meetings with your trainer to provide you with learning support and assessment advice.

ACBI's academic team will also support you in structuring your studies and using a study plan so that you stay on track.

FACE TO FACE ON- CAMPUS LEARNING

This qualification is available to study face-to-face at our convenient Sydney CBD campus where you'll attend in-person sessions with a dedicated facilitator. This approach offers the chance to engage directly with your trainer and fellow students on campus, providing a collaborative environment to explore course content and share ideas within a classroom.

You will also have access to our online learning platform, where you can find your course materials and assessments. The platform provides additional study resources and enables you to communicate with your trainers and your peers. It's also where you can upload your assessments view your grades and connect with a study buddy.



GAIN RECOGNITION OF YOUR PRIOR LEARNING AND STUDY

RECOGNITION OF PRIOR LEARNING (RPL)

When you apply to study at ACBI, you have the option to apply for Recognition of Prior Learning (RPL).

This involves the assessment of your skills and knowledge against the requirements of a qualification. It removes the need for duplication of learning and can save you time and money. RPL may be relevant to you if you have experience working in one or more professional roles.

For more information, please refer to our Student Handbook or email info@abci.edu.au.

APPLYING FOR CREDIT TRANSFER (CT)

If you have studied an Australian qualification before, you may be able to receive a Credit Transfer (CT) for any units that you have previously studied.

For more information, please refer to our Student Handbook or email info@abci.edu.au.



FURTHER INFORMATION FOR INTERNATIONAL STUDENTS

WORKING IN AUSTRALIA WHILE YOU STUDY

Working while you study in Australia can help complement your study and living experience. There are a number of reasons you might want to undertake part-time work while studying in Australia, including assisting with living expenses and gaining work experience in your field.

Most student visas allow you to work for up to 48 hours every two weeks while your course is in session, and unrestricted hours during any scheduled course break. However, before you undertake any paid work you need to make sure your visa allows you to work.

UNDERTAKING INTERNSHIPS

Internships can be paid or unpaid. They can be a great way to get exposure to the professional industries within Australia. ACBI tries to connect students with relevant employers and industries.



FINDING PAID WORK

Australia has a wide range of industries. Many have part-time employment opportunities, including:

- Retail: Supermarkets, department and clothing stores
- Hospitality: Cafes, bars and restaurants
- Tourism: Hotels and motels
- Agricultural: Farming and fruit-picking
- Sales and telemarketing: Administration or clerical roles
- Tutoring

If you have existing qualifications and/or professional work experience, you may be able to secure casual or part-time work in your field. Before undertaking any paid, work individuals need to ensure that their visa permits part-time work.

ACADEMIC PROGRESS AND ATTENDANCE

As part of student visa requirements under the Department of Home Affairs (DHA) regulations, international students may be reported for unsatisfactory academic progress and/or for unsatisfactory attendance. Please see the Student Pre-enrolment Handbook for more details.

CAMPUS FACILITIES

ACBI has a modern campus conveniently located in the Sydney CBD. Our campus is less than 10 minutes' walk from Sydney's central station and is close by to a range of food options. ACBI's Sydney campus features:

- Computers in common areas
- Well-equipped, spacious classrooms
- Fully air-conditioned throughout
- Free Wi-Fi for students to use
- Beverage and snack vending machines
- Filtered drinking water

UNIQUE STUDENT IDENTIFIER (USI)

Every student receiving training in Australia needs to have a Unique Student Identifier (USI). Your Unique Student Identifier will help keep your training records and results together in an online account controlled by you. Each time you enrol to study with a new training organisation, your USI will be used to store your training records and results.

By having a USI, you will be able to access your training records and results (or transcript) whenever you need them. For example, for a new employer or when you enrol to study at a new training organisation.



FURTHER INFORMATION FOR DOMESTIC STUDENTS

FIT STUDY AROUND YOUR LIFE

You can study this qualification 100% online. This means you can flexibly study in your own time around your work, family, and life commitments. Alternatively, you can attend in-person classes at our convenient Sydney CBD campus.

To support your study, you can participate in regular online support sessions with your trainer. These sessions provide learning support and assessment advice. They're also a chance for you to gain insights from your trainer about how any theory you're learning applies to the real world.

TAILOR YOUR ASSESSMENTS TO YOUR WORKPLACE OR BUSINESS

With ACBI, you have the flexibility of using a case study for your assessments or applying assessments to your current workplace. You can even use your own business, including your own start-up. The choice is yours.

You'll also have the flexibility to choose which assessments you apply to your workplace or business and which you use a case study for.



HOW TO APPLY

STEP 1: SUBMIT YOUR APPLICATION

Complete ACBI's online application form. You can save your application and return to it later.

[Start your application](#)

STEP 2: ACBI REVIEWS YOUR APPLICATION

Once you've submitted your application, our Admissions Team will check your application to make sure we have everything we need. If we need anything further to progress your application, we'll contact you or your education agent.

STEP 3: ACCEPT YOUR LETTER OF OFFER

If your application is successful, we will issue an offer including an official Letter of Offer and Enrolment Acceptance Agreement document. These documents will be provided to you or your education agent.

STEP 4: RECEIVE ENROLMENT CONFIRMATION

We will provide you or your education agent with a copy of your electronic Confirmation of Enrolment (CoE). If you are an international student, this document is essential for the student visa application process. You will also separately receive a welcome email and information on any relevant orientation sessions.

STEP 5: APPLY FOR A STUDENT VISA (IF REQUIRED)

You will now need to apply for your visa to travel to Australia. Please refer to the Department of Home Affairs website for details: <https://immi.homeaffairs.gov.au/>

Need help with your application? Our Course Advisors can assist you.

[Get help with your application](#)

Ready to apply?

Start your application

You can always start your application
and save it for later!

Have questions?

Our friendly Course Advisors are here to help.

Ask a question

Call 1300 23 77 41

Email info@acbi.edu.au

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