

10931NAT

DIPLOMA OF DIGITAL MARKETING



NATIONALLY RECOGNISED
TRAINING

- Build in-demand skills across a range of tools and channels
- Discover how to plan, run and evaluate creative digital marketing campaigns
- Launch or advance your digital marketing career

WHAT OUR STUDENTS SAY



"I personally really enjoyed studying the Diploma of Digital Marketing. 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 industry."

- Juan Verga, Digital Marketing Graduate



"Thanks to this studying digital marketing with 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'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

LAUNCH OR ADVANCE YOUR MARKETING CAREER

One of the best things about a career in digital marketing is that it doesn't get boring – there's always something to learn. From AI-powered technologies to social media and social commerce, digital marketing is continually evolving.

The Diploma of Digital Marketing will equip you with in-demand skills you can use to launch or advance your digital marketing career. You'll build your ability to use marketing tactics in areas such as:

- Performance marketing, including digital advertising and affiliate marketing
- Organic and earned marketing, including social media
- Ecommerce marketing
- Marketing automation, and
- Omnichannel marketing, which blends online and offline channels

When you build your digital marketing skills, you'll be in demand from employers. Demand for digital marketers in Australia is expected to grow by 11.4% over the next 5 years (Seek 2026), meaning you'll have options open to you.

As a digital marketer, you can also expect to earn a rewarding salary. For example, in Australia the average salary is \$103,000 for Content Marketing Managers, \$110,000 for Digital Marketing Managers and \$118,000 for Ecommerce Marketing Managers (Seek 2026). And there's potential to grow from there, with Marketing Directors earning an average \$170,000 (Seek 2026).

WHAT CAREER OPTIONS WILL I HAVE?

Key career opportunities for graduates include:

- Digital Marketing Specialist
- Social Media Manager
- Digital Copywriter
- Online Content Creator
- Email Automation Specialist
- Performance Marketing Manager





Qualification
Diploma



CRICOS Code
106574C



Study mode
100% online study or blended delivery



Duration
**52 weeks (international students)
50 weeks (domestic students)**



Units
8 Units of Competency

In partnership with

DTA DIGITAL TECH
ACADEMY

10931NAT Diploma of Digital Marketing

What will I learn?

The 10931NAT Diploma of Digital Marketing will equip you with the skills you need to plan, run, evaluate and optimise digital marketing campaigns. You'll learn how to:

- Increase a brand's engagement on social media
- Implement paid and organic marketing campaigns
- Set up automated email nurturing streams
- Use marketing experiments to boost performance
- Optimise a brand's ecommerce marketing
- Write persuasive copy that drives sales and results
- Launch omnichannel marketing campaigns that use a range of different marketing channels

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. You'll also discover how to use industry-respected tools such as Canva, CapCut, Buffer, Meta Business Suite, TikTok Business Center, HubSpot and more.

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), OR
- Have completed a qualification at Certificate IV level or higher

If you are an international student who is a non-native English speaker, you must also have completed an approved 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 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 Certificate IV graduates have finished their course within 9 months. If you're interested in completing this qualification in less than 50 weeks, 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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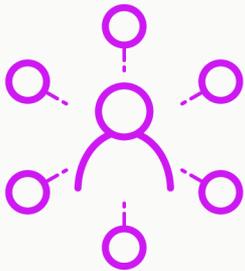
Facilitate organic and earned marketing

Discover how to leverage organic and earned media to achieve excellent marketing results. This unit will equip you to prepare strategic organic marketing campaigns that generate earned media.

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Plan and conduct performance marketing

Gain the skills you need to run online advertising where advertisers pay only when there are measurable results. Discover how to plan, implement and evaluate performance marketing campaigns.



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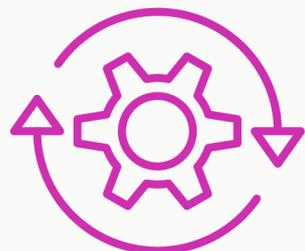
Conduct omnichannel marketing

This unit will build your ability to run marketing campaigns that make strategic use of both online and offline channels. You'll develop key skills in creating cohesive campaigns and analysing marketing results.

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Apply marketing automation

Being able to use automation is a key digital marketing skill. In this unit, you'll learn how to use triggers and workflows to deliver the right communication to the right audience at the right time.





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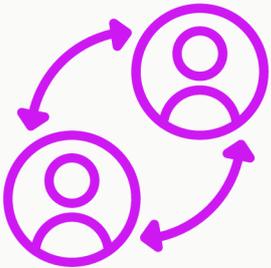
Test to optimise performance

Understanding how to run marketing tests and experiments can help you accelerate your digital marketing career. In this unit, you'll gain vital skills in uncovering insights, developing hypotheses and preparing tests to improve marketing performance.

BSBMKG555

Write persuasive copy

Gain a solid foundation in copywriting – that is, being able to write text that drives people to take action. Learn how to interpret a creative brief and prepare persuasive content.



BSBMKG546

Develop social media engagement plans

Gain the skills and knowledge you need to drive interactions on social media. In this unit, you'll learn how to research a target audience, plan a social media engagement strategy and evaluate social media engagement.

BSBMKG547

Develop strategies to monetise digital engagement

Be equipped to lift online sales and improve a brand's online stores. In this unit, you'll discover how to engage customers, select payment processing technologies and optimise ecommerce websites.





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 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.



"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 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 ACBI's Student 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

ACBI

(Australian College of Business Intelligence)

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<https://acbi.edu.au>

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