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E-Shopping



Split Bills



Cash Back



Charity



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DIGITAL MARKETING COURSE AREA GUIDE



Are you our next success story?

At ACBI, we don't just teach - we empower. Our students graduate with the skills, confidence, and connections to thrive in their careers and beyond.

Join a community of driven learners and discover how your journey with ACBI could be the first chapter in your own success story.

Your Path. Your Success. Your Story.



Nat Rogers
Founder at Go You Co

Advanced Diploma
of Digital Marketing
Graduate



Hear Nat's
Full Journey



Klaudius Ken
Founder at Kreassi

Diploma of Digital
Marketing
Graduate



Hear Ken's
Full Journey

Hear more from our students



“The course I studied at ACBI has been very useful! I already have a full-time job lined up in sustainability starting in October! I can’t wait to get started and apply what I have learned.”

Max Klay



“I want to thank all the members of ACBI especially the academic support, student support and my teacher Emilia, whose professional and student-focused teaching methods greatly enhanced my learning experience. I am delighted with the new skills I have gained and look forward to applying them in my future endeavours.”

Kathien Diaz



“Having successfully completed study at ACBI earlier this year, I can attest to the course relevance and comprehensiveness. I knew very little about sustainability, but now have a much clearer understanding of the reporting requirements as well as the context in which it exists. “

Karina Graham

Digital Marketing

11302NAT

Certificate IV in Social Media and Digital Marketing

10931NAT

Diploma of Digital Marketing

11266NAT

Advanced Diploma of Digital Marketing

BE HEARD AND DRIVE SUCCESS

A career in digital marketing combines creativity with strategy to build meaningful connections between brands and audiences.

This field offers opportunities to design impactful campaigns, analyse performance, and adapt to an ever-changing digital landscape.

By mastering both creative and analytical skills, you can shape brand success and open doors to diverse career pathways.



**Ready to
Enrol?**



**Kickstart Your
Enrolment Online**

Certificate IV in Social Media and Digital Marketing

COURSE CODE
11302NAT

CRICOS CODE
117245G

DURATION
Full Time: 52 Weeks

DELIVERY MODE
On Campus

This qualification opens the door to the dynamic world of digital marketing and social media. It's ideal for anyone aiming to launch their career in social media or digital marketing with an entry-level role.

Throughout the course, you'll develop practical, hands-on skills that employers actively seek. You'll gain confidence using a wide range of industry-standard social media platforms and tools, and learn how to effectively promote businesses and brands through strategic social media campaigns.

CAREER OPPORTUNITIES

- Digital Marketing Assistant
- Community Manager
- Digital Marketing Officer
- Digital Marketing Automation Assistant
- Social Media Coordinator

ENTRY REQUIREMENTS

Our entry requirements for this qualification include:

- Initial assessment of the applicant's individual learning needs and Language, Literacy, Numeracy, and Digital (LLND) skills to determine course suitability.
- Completed Australian Year 12 or equivalent
- IELTS 6.0 English language equivalence for non-native English speakers
- Be aged over 18 for International Students.

WHAT YOU WILL LEARN

- Build foundational skills in social media, defining target audiences, setting up campaigns, and measuring performance.
- Get hands-on with tools like Meta Business Suite, TikTok Business Centre, CapCut, and Hootsuite.
- Prepare for roles such as Social Media Coordinator, Community Manager, or Digital Marketing Assistant.
- Learn skills to develop and promote your own personal brand, using social media.
- Define your target audience, set up campaigns and review social media insights.

See what you will study



Diploma of Digital Marketing

COURSE CODE
10931NAT

CRICOS CODE
106574C

DURATION
Full Time: 52 Weeks

DELIVERY MODE
On Campus

In today's technology-driven market, digital marketing is essential for business growth. The Diploma of Digital Marketing equips you with the foundational knowledge and skills to effectively use a range of digital tools that support successful marketing strategies.

Through this course, you'll explore key areas such as social media management, search engine optimisation, and content marketing, preparing you to develop and implement impactful digital campaigns.

CAREER OPPORTUNITIES

- Social Media Planner
- Digital Communications Manager
- Digital Media Buyer
- Digital Content Coordinator
- Digital Copywriter
- Marketing Automation Specialist
- Digital Marketing Specialist

ENTRY REQUIREMENTS

Our entry requirements for this qualification include:

- Initial assessment of the applicant's individual learning needs and Language, Literacy, Numeracy, and Digital (LLND) skills to determine course suitability.
- Completed Australian Year 12 or equivalent
- IELTS 6.0 English language equivalence for non-native English speakers
- Be aged over 18 for International Students.

WHAT YOU WILL LEARN

- Deepen knowledge of digital marketing channels like SEO, content marketing, and paid/organic social media.
- Plan, run, and optimise performance marketing campaigns.
- Deliver real business outcomes by analysing results and adjusting strategies.
- Develop strategies to monetise digital engagement by leveraging online platforms.
- Learn how to conduct and implement omnichannel marketing.
- Plan, implement, and optimise paid advertising.

See what you will study



Advanced Diploma of Digital Marketing

COURSE CODE
11266NAT

CRICOS CODE
116942A

DURATION
Full Time: 52 Weeks

DELIVERY MODE
On Campus

The Advanced Diploma of Digital Marketing is designed to help you deepen your expertise across key areas of successful digital marketing. Ideal for those with prior experience or qualifications, this course expands your skill set and prepares you to develop and implement effective multi-channel marketing strategies.

Graduates will be equipped to lead campaigns that drive measurable results and elevate brand presence across digital platforms.

CAREER OPPORTUNITIES

- Conversion Rate Optimisation Manager
- SEO and SEM Specialist; Content Strategist
- Digital Marketing Specialist and Manager
- Digital Marketing Strategist
- Marketing Analytics Manager
- Email Marketing Specialist

ENTRY REQUIREMENTS

Our entry requirements for this qualification include:

- Completed Australian Year 12 or equivalent
- IELTS 6.0 English language equivalence for non-native English speakers
- Be aged over 18 for International Students.

Entry to this course is limited to those who:

- Have completed a prior formal course in the field of sales and marketing, digital marketing, social media, or another relevant field* covering the following topics:
- Marketing principles and concepts
- Digital media platforms and software
- Social media marketing

OR

- Have one year's equivalent full-time relevant work experience.

WHAT YOU WILL LEARN

- Gain specialised skills in SEO, paid search, programmatic advertising, digital analytics, and responsible AI usage.
- Build comprehensive digital marketing strategies and manage campaigns across multiple platforms.
- Prepare for specialist or management roles in digital marketing.
- Create and manage budgets that align with marketing objectives.
- Develop social media strategies that engage audiences and strengthen brand presence.

See what you will study





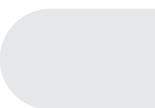
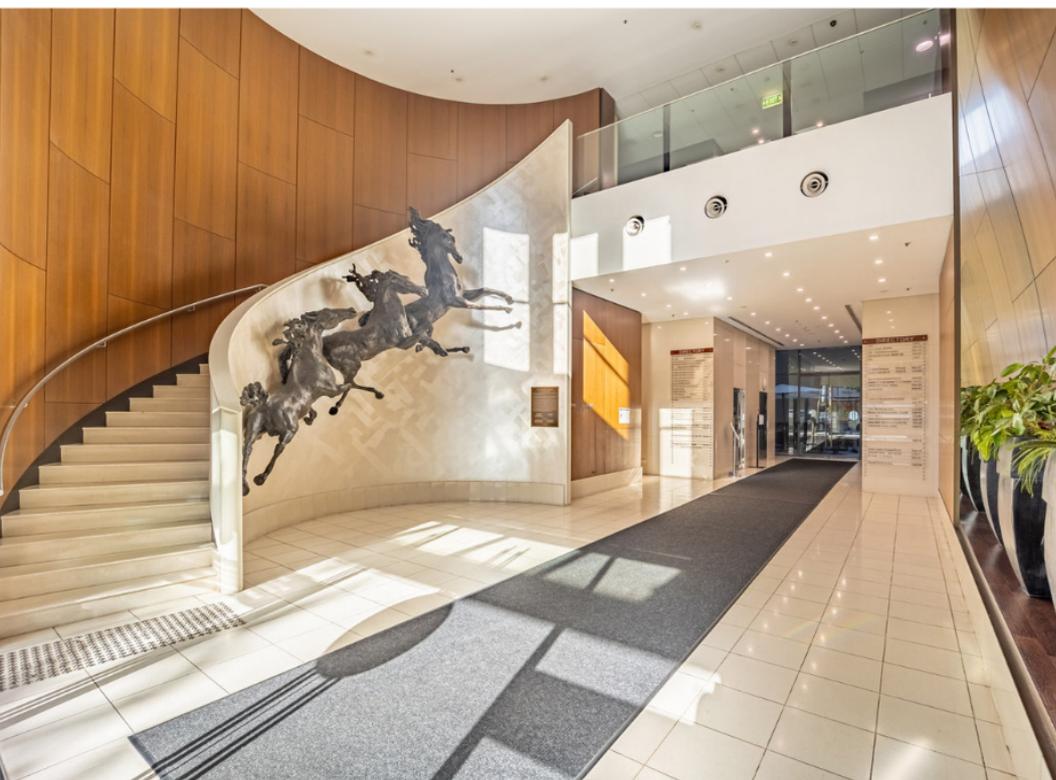
Your student experience

Studying at ACBI is more than attending classes - it's about becoming part of a vibrant community where people from all over the world come together with one goal: to create their future. Every day on campus you'll find opportunities to connect, share experiences, and grow, both personally and professionally.

We host frequent social and professional development events that bring students together, helping you build networks and grow social connections.

You'll learn directly from real industry professionals who share their expertise and insights, ensuring your education is practical and career-focused. By fostering strong connections with peers, trainers, and industry, we help create pathways to real job opportunities.

Together, we're not just studying for today - we're building a future, together.





Our campus

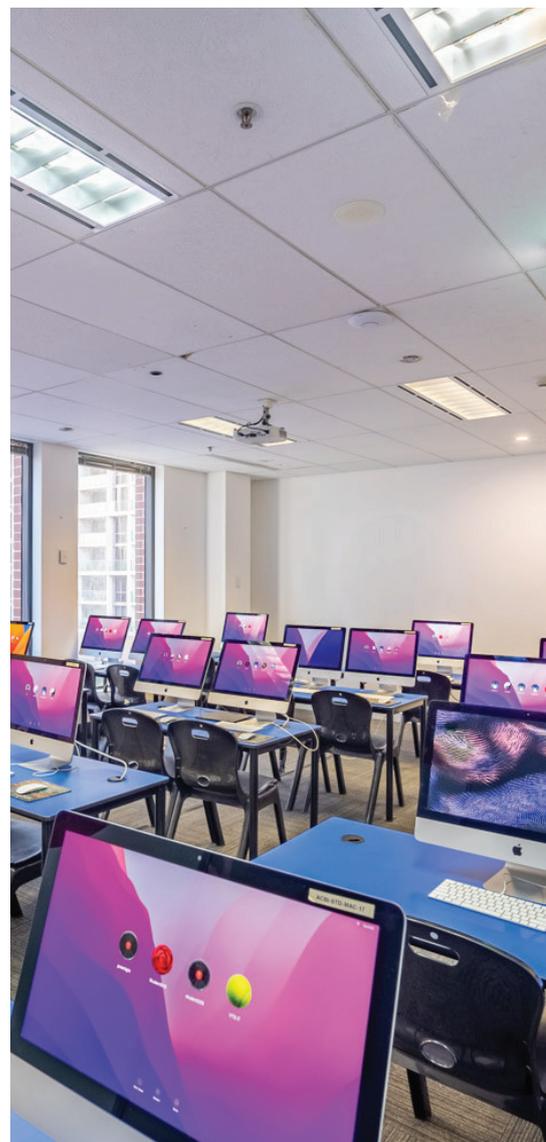
ACBI's campus is conveniently located in the heart of Sydney's CBD – only a 6 minute walk from Sydney's Central Station. You will find an array of cafes, parks, shopping destinations and more conveniently located around the campus.

CAMPUS FACILITIES

- High speed WIFI
- Student community areas
- Table Tennis & other student activities
- Computers for student use - Apple & PC
- Student kitchen facilities
- Air conditioning
- Library

DIVERSE STUDENT CULTURE

ACBI is proud to host a truly global student community, with learners from over 60 different nationalities. Our diverse cohort includes students from Asia, Latin America, Europe, and beyond creating a dynamic and inclusive learning environment.



How to apply

1

SUBMIT YOUR APPLICATION: Submit an application through our online portal: www.acbi.edu.au

2

RECEIVE YOUR LETTER OF OFFER: Our admissions team will review your application and assess your prior experience, LLND skills, and English language proficiency to ensure you meet all relevant entry requirements. If approved, you will receive a Letter of Offer and an Enrolment Acceptance Agreement, which includes important pre-enrolment information.

3

ACCEPT YOUR LETTER OF OFFER: After reviewing your Letter of Offer and pre-enrolment information, sign and return it to confirm your acceptance of the offer and the Terms and Conditions. You may then proceed with the initial payment to finalise your enrolment information.

4

RECEIVE YOUR CONFIRMATION OF ENROLMENT: Once our admissions team receives your signed Letter of Offer and initial payment, you will be issued your formal Confirmation of Enrolment (CoE). Our Student Support team will then contact you with important orientation details.

5

APPLY FOR YOUR VISA: We'll send you a welcome letter confirming your course and necessary details. You'll also receive an electronic Confirmation of Enrolment document (eCOE) to apply for your student visa. You can then apply for your visa to travel to Australia via the Australian Department of Home Affairs.



For more information about enrolment, entry requirements, or general enquiries, get in touch with us at:

1300 23 77 41 or info@acbi.edu.au acbi.edu.au or Level 5, 451 Pitt St, Sydney NSW 2000



5 Reasons to study with ACBI

DEDICATED TRAINERS

Be supported by enthusiastic and encouraging trainers. At ACBI, our trainers bring not only strong academic and teaching qualifications but also valuable industry experience. You'll learn how to apply theory directly to the real-world work environment.

NATIONALLY RECOGNISED QUALIFICATIONS

ACBI's qualifications are recognised across all Australian states and territories. Whether you choose a Certificate III, Certificate IV, Diploma, or Advanced Diploma, you'll graduate with a credential that is respected and valued by employers nationwide.

BE SUPPORTED WHILE YOU STUDY

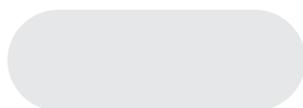
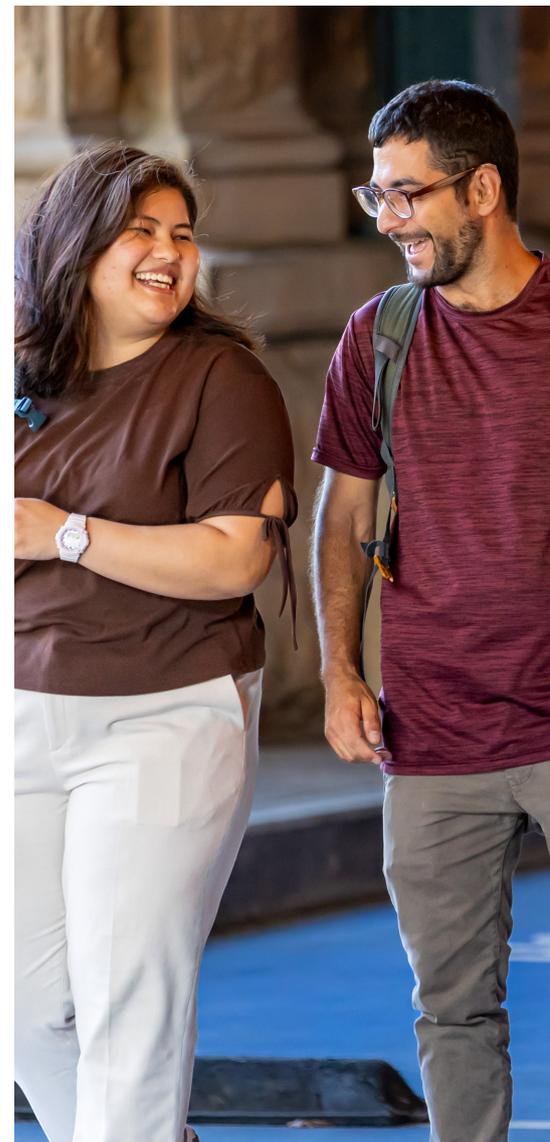
When you study at ACBI, you'll have ongoing support to help you achieve your study goals. We also offer free professional development sessions on a regular basis, designed to build your skills in areas such as reporting, writing, and interview techniques.

FLEXIBLE PAYMENT OPTIONS

We provide a range of flexible payment options to suit your needs. You can pay upfront or spread the cost over a number of instalments. Speak with one of our course advisors to find the option that works best for you.

CENTRAL SYDNEY LOCATION

Located in the vibrant heart of Sydney, ACBI is close to major transport links, cafes, shops, and cultural landmarks. Our central campus gives you the convenience of city life alongside access to part-time work opportunities, industry connections, and an exciting student lifestyle.



CONTACT US



GET PERSONALISED
ADVICE FROM A COURSE
ADVISOR

WEBSITE
acbi.edu.au

EMAIL
info@acbi.edu.au

PHONE
1300 23 77 41

SOCIALS
[/acbicollege](#)

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ABN: 191 581 045 66

RTO Code: 40835

CRICOS Code: 03426E

Australian College of Business Intelligence Pty Ltd.

DISCLAIMER: The information in this brochure is correct as of October 2025. ACBI reserves the right to alter any matter described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the Australian College of Business Intelligence.