

DIGITAL MARKETING CERTIFICATE

Discover how you can leverage technology and utilise data to drive results with best-in-class subject matter experts and practitioners in digital marketing.

In this course, you'll learn the skills you need to confidently use digital marketing. The complete marketing mix is covered including what's relevant for both client-side and agency.

This Certificate can be completed in one of three ways:

- Online (self-paced)
- In-class (5 intensive days)
- In-class (12 weeks – 1 evening per week)

LEARN TO:

- Understand and utilise digital marketing to help achieve your business objectives
- Integrate digital marketing within your overall business and strategies
- Assess and apply various digital channels to solve a problem
- Apply practical tools and resources to your work daily

IN-CLASS COURSE COVERS:

Through discussions, presentations and theoretical exercises in class, you'll become proficient in:

Digital Marketing Foundations

- Consumers - understand your audience, why the marketing landscape changes and how to transform insights from consumer behaviour into favourable returns
- Content - from content strategy to planning, creation and design for the brand, this topic deals with the history, purpose and constraints of the digital channels available
- Data - what is big data and how can we use it? The question will be answered by an examination of metrics, measurement and evaluation

Digital Marketing Channels

- Website - learn to design for usability, function and effectiveness
- Mobile and Email - aspects include email strategy, designing for response, data management and the Spam Act for mobile sites and apps
- Social Media Marketing - looking at social media platforms and how they're used, we'll consider the benefits, the community management and the monitoring involved
- Digital Paid Media - explore the paid media landscape including targeting, data, technology, networks and search engines

Digital Marketing Campaign Planning & Management

- Project Management - master managing digital projects and creating budgets, dashboards and templates
- Applications - plan your campaigns for awareness, branding, acquisition and retention
- Optimisation & Emerging Trends - discover how to predict and utilise emerging trends, technology and media

To build on the knowledge you acquire, you will also receive access to five (5) modules of your choice (in-class certificate only).

You may wish to work with your instructor as the certificate progresses to determine which course is best for you.



Intermediate



Online



In-class



Certificate

Duration intensive: 5 full days over 12 weeks

Evening: 1 evening per week over 12 weeks

Online: 6 months to complete

ONLINE COURSE COVERS:

Alternatively you can cover this content online, broken down into the following online courses and modules.

Course 1: Digital Marketing Foundations includes the following modules

- Digital Landscape
- Digital Strategy
- Customer Experience
- Content Creation and Planning
- Data Foundation and Planning
- Data Analytics

Course 2: Digital Marketing Channels includes the following modules

- Websites
- Email
- Complying with the *Spam Act and Privacy Act*
- Digital Paid Marketing
- Social Media Marketing
- Mobile Marketing

Course 3: Digital Marketing Campaign Planning and Management includes the following modules

- Finding Digital Partners
- Budgeting
- Campaign Planning
- Optimisation

Course 4: Privacy & Marketing Compliance includes the following modules

- Marketing & Advertising Content
- Competitions & Prize Giveaways
- Intellectual Property: Copyright & Trade Marks
- Privacy

ASSESSMENT FOR CERTIFICATE:

1. In-module questions and activities
2. Final online exam

TESTIMONIALS

"I engaged with the Digital Marketing Certificate because of the amazing skills of the instructor Val. The course broke down a complex and ever-changing topic into easy-to-understand chunks. I would recommend it to anyone who is interested in marketing to achieve a tangible ROI."

- **Ahmed Mahmoud, National Manager, Business Transformation, Toyota Motor Corporation Australia**

"I found the course the most practical I have ever completed. I was able to integrate learnings weekly into the MyHouse business. This ranged from improving UX on website to retargeting and Adwords."

- **Tracey Hamilton, Head of Marketing and eCommerce, MyHouse**

"The ADMA Digital Marketing Certificate course is definitely one not to miss. The 5-day intensive course is perfect for the busy marketer ready to brush up on their digital skills to keep up to date with the latest trends. The tutor and fellow classmates were so helpful which made the course just a little easier while helping you to prepare to take on future projects and tasks full force."

- **Heather Tamson, National Marketing Coordinator, Rondo Building Services**

IN-CLASS PRICE

Member: \$3,495

Non-member: \$4,645

ONLINE PRICE

Member: \$2,300

Non-member: \$3,045



In-class course available in Sydney, Melbourne, Brisbane and Perth. See page 34 for course dates.



Online course available anytime.