

# DIGITAL MARKETING

Perth

## 10931NAT DIPLOMA OF DIGITAL MARKETING

CRICOS Course Code 111099E



Scan here for  
more information



The world of business is always in need of fresh minds and qualified leaders. If this right up your alley, this might be the next step for your career.

Stanley College offers a wide range of nationally recognised courses in **social media and marketing**. Through these courses, you will gain a strong understanding of the digital environment and obtain skills required to have a successful career or gain the confidence needed to start your own business.

**The career opportunities are endless  
for a person with the right skills and knowledge!**

### 10931NAT DIPLOMA OF DIGITAL MARKETING

<b>Intake Dates 2024</b>	8 Jan, 18 Mar, 27 May, 5 Aug, 7 Oct
<b>Intake Dates 2025</b>	6 Jan, 10 Mar, 26 May, 4 Aug, 13 Oct
<b>Campus</b>	Perth
<b>Tuition Fee</b>	<b>Domestic Student</b> AUD \$8,600 <b>International Student</b> AUD \$9,800
<b>Materials Fee</b>	AUD \$550
<b>Course Duration</b>	52 weeks
<b>Delivery Mode</b>	Face-to-face, Online*
<b>Career Outcomes</b>	Digital Marketer / Digital Media Buyer, Digital Copywriter, Digital Marketing Coordinator, Digital Marketing Specialist, Marketing Automation Specialist, Performance Marketing Manager, Social Media Planner, SEO Coordinator, Digital Content Coordinator, Digital Communications Manager

<b>Academic Entry Requirements</b>	• Completion of Australian Year 12 or equivalent
<b>English Proficiency Entry Requirements</b>	Upper-Intermediate Level of English OR IELTS Test Score of 5.5 OR Other recognised English Language tests such as: <ul style="list-style-type: none"><li>• TOEFL iBT: 46-59</li><li>• PTE Academic: 42</li><li>• Cambridge English: 162</li><li>• OET: C Grade</li><li>• Duolingo English Test: 85-90</li><li>• CEFR Levels / Oxford Test: B2</li></ul> OR Completion of Australian qualifications, evidence of certificate III level (minimum duration 26 weeks) or above

\* Fully online delivery mode is ONLY available for domestic students.

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### Course Contents

Students must successfully complete the following units:

- NAT10931001 Conduct omnichannel marketing
- NAT10931002 Plan and conduct performance marketing
- NAT10931003 Facilitate organic and earned marketing
- NAT10931004 Apply marketing automation
- NAT10931005 Test to optimise performance
- BSBMKG555 Write persuasive copy
- BSBMKG546 Develop social media engagement plans
- BSBMKG547 Develop strategies to monetise digital engagement



### Digital Marketing Pathway

#### 10931NAT Diploma of Digital Marketing

CRICOS Course Code: 111099E

1 year

#### Bachelor of Business

CRICOS Course Code: 0100538

with a major in digital marketing

2 years

### A Career in Digital Marketing

While traditional marketing still has its place in the world, **digital marketing** is quickly taking over thanks to affordability and analytics.

With powerful tracking technology, digital marketers can now see exactly where customers are coming from and what they're doing on the website. This data-driven approach makes it easier for professionals to prove their worth while leaders will be able to recognize which marketing strategies work best.

# 92%

**DEMAND FOR DIGITAL  
MARKETING SKILLS IN  
5 YEARS**

# 34%

**JOBS WILL BE  
AUTOMATED IN THE  
NEXT 3 YEARS**

# 21%

**PROJECTED JOB  
GROWTH IN 5 YEARS**

# \$70K

**AVERAGE COMMENCING  
SALARY**

Source: AcademyXi report on how much do digital marketers earn in Australia in 2022.

**According to LinkedIn, the "Digital Marketing Specialist" role  
is among the top 10 most in-demand jobs.**