

11266NAT

Advanced Diploma of Digital Marketing

- Get the skills that employers really want.
- Unrivalled support. Delivered with care.
- Absolute flexibility. Your way, your terms.

Give yourself the edge with supercharged digital marketing skills

Ready to unlock your potential? As more businesses migrate to online, modern marketers with a digital skillset are in high demand. This course will equip you with the comprehensive skills and knowledge to succeed in a digitally focused marketing world.

From search engines to social media, digital marketing has become an essential instrument for helping businesses grow in an increasingly competitive environment. You'll learn how to come up with sophisticated campaigns and strategies, make data-driven decisions, and confidently navigate a huge variety of tools, platforms and channels.

Whether you're a marketing newbie or experienced pro, an Advanced Diploma in Digital Marketing will give you the edge you need to kick career goals.

What does the course cover?

- Analysing and interpreting digital marketing data
- Developing digital campaigns, strategies, and content
- Measuring and optimising digital marketing with modern metrics
- Using digital marketing tools, channels, platforms, and software

Key benefits

Get a specialised digital skillset

You will learn the concepts and strategies required for a variety of digital marketing specialisations. This includes diving deep into web analytics and data, capturing attention with content, supercharging search results and mastering email marketing to name a few.

Regularly updated course materials

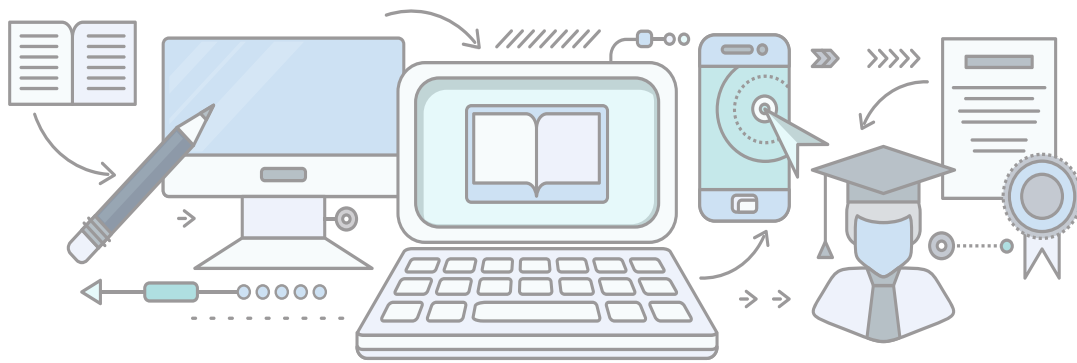
In the fast-paced world of digital marketing, technology is changing rapidly. When you study with Monarch, our course is regularly updated with the most current trends, tools, channels, platforms and more.

Training in digital tools and software

As you progress through the units, you will learn how to use a range of industry standard digital tools and software used in workplaces today. These will have you ready to hit the ground running and succeed in all kinds of digital marketing roles.

Nationally recognised

This course is nationally recognised and part of the Australian Qualifications framework. This means you can even use it as a pathway to future studies like university degrees.



Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way.

You'll get:

- Easy-to-follow course materials
- Videos and webinars
- Support from your course trainers (phone, email, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

What is the course duration?

This course was designed to be completed within 24 months. This allows time to fit study around other work and social commitments.

Your completion time frame depends on your previous education, work experience, time availability and work rate. For example, if you're completing your practical exercises as part of your work duties, you could kill two birds with one stone! Of course, if you're having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

What is the course structure?

This course is delivered completely online. This means you'll access your learning and assessment resources using an online portal. You can access this anywhere and anytime. You'll need to study a total of 10 nationally recognised units.

What are the entry requirements?

- Over 18 years of age and
- 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

- You need to have one years' equivalent full-time relevant work experience.

* You will need to send to us a transcript, record of results or statement of attainment showing the units you have completed.

Course costs

Monarch's courses are competitively priced.

Check our website for the most up-to-date prices at www.monarch.edu.au/courses or call us on 1300 738 955.



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Nationally recognised units

Module 1 / Digital Marketing Performance and Strategy

- NAT11266001 Use web analytics tools to gather data on marketing performance
- NAT11266003 Develop a brand's digital content and social media strategy

Module 2 / Search engine secrets

- NAT11266004 Research and prepare a Search Engine Optimisation strategy
- NAT11266005 Create and manage a paid search

Module 3 / Champion of channels

- NAT11266008 use responsible Artificial Intelligence and Artificial Intelligence ethics
- NAT11266007 Prepare a strategy for display and video advertising
- NAT11266006 Develop and implement an email marketing strategy

Module 4 / Next level skills

- NAT11266002 Optimise a website to improve conversions
- Cluster:
- SIRXMKT007 Develop a digital marketing plan
 - FNSORG501 Develop and manage a budget

Jobs and career pathways

In today's digital world, professionals with digital marketing skills and knowledge are highly sought after. Recent stats even show that businesses are spending more and more on digital marketing than ever before – making digital marketers a hot commodity for organisations of all shapes and sizes.

With an Advanced Diploma of Digital Marketing in your back pocket, you will be ready to step into a variety of roles as a confident and capable all-rounder.

You could also choose to specialise in a specific field, such as Search Engine Optimisation (SEO), social media, email marketing, analytics, and more. Whatever you decide, there are countless career opportunities in digital marketing you can take advantage of.

You'll get the skills to help you take on new roles such as:

- Digital Marketing Manager
- Digital Marketing Specialist
- SEO and SEM Specialist
- Social Media Manager
- Performance Marketing Manager
- Content Strategist
- Email Marketing Specialist

Industry insights



Digital marketing employment projection
Up 11.4% to 2026



Earnings (average full time)
\$1,758 per week



Currently employed in Australia
200,000–300,000 depending on job type

Why choose Monarch Institute?

**You need a different learning experience.
We're ready to deliver.**

Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

Flexibility

- ✓ Fit study around work, family, life
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Fast assessment turnaround times with comprehensive trainer feedback

Enrol today

Chasing your dream job? Ready to level up in your career?
Start your Advanced Diploma of Digital Marketing with
Monarch Institute today.



To discuss the course that's right for you call
1300 738 955



To find out more information email
info@monarch.edu.au



To enrol, visit our website
www.monarch.edu.au

