

# Graduate Certificate in Digital Marketing

## (ARC701.1)

Please note these are the 2022 details for this course

## Domestic students

Selection rank

English language requirements

6.5

[View IELTS equivalences](#)

Duration

1.0 years

UAC code

Faculty

Faculty of Arts and Design

Discipline

School of Arts and Communications

Location

UC - Canberra, Online

Fees 

Per Unit

Full Course

## International students

**Academic entry requirements**

To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you

---

meet UC's academic entry requirements, visit our [academic entry requirements page](#).

[View UC's academic entry requirements](#)

---

**English language requirements** 6.5  
[View IELTS equivalences](#)

---

**CRICOS code**

---

**Faculty** Faculty of Arts and Design

---

**Discipline** School of Arts and Communications

---

**Location** UC - Canberra, Online

---

**Duration** 1.0 years

Fees 

Per Unit

Full Course

---

# About this course

## Hit the ground running

Build a career in high-demand, with the Graduate Certificate in Digital Marketing.

This online course will boost your career options whilst helping you to master the latest fundamentals in digital marketing. You'll gain hands-on experience using digital platforms that you can apply in your workplace.

Get equipped with the latest skills in social media, search engine marketing (SEM), search engine optimisation (SEO), and Google Analytics. You'll learn the skills needed to identify and articulate target audiences and place them at the heart of your marketing strategy.

Delivered 100% online, this course has been designed with the working professional in mind. You'll be able to manage study around your lifestyle and apply the skills you learn straight away.

This course has been developed in conjunction with Media Federation Australia (MFA) and the Interactive Advertising Bureau (IAB). Upon completion, you will be Google Certified and certified in two online platforms of your choosing.

Considering future learning? This course is a pathway to the Master of Creative Industries.

## Study a Graduate Certificate in Digital Marketing at UC and you will:

- Compare and critique digital marketing with traditional marketing theory and applications.
- Design and employ professional best practice models.
- Integrate critical knowledge and communication skills for sustained contribution to innovation and leadership in your field.
- Critique and assess advanced digital marketing communication theory and practice informed by discourse and local and global contexts.
- Exemplify expert professional skills and judgements focusing on industry recognised proof of knowledge.

## Work Integrated Learning

Enjoy an immersive online learning experience where you'll be connected with an inspiring cohort of teachers and industry experts who will share their own experiences and mentor you through your learning.

Throughout your course, you'll get hands-on experience through platform-based training and a contextual approach to learning with social media, search strategy, Google Analytics and more.

## Career opportunities

- Digital Marketing Manager
- PPC Specialist
- eCommerce Manager
- Digital Marketing Analyst
- Social Media Manager
- SEO Manager
- SEM Manager
- Google Analytics Specialist
- Campaign Manager
- Marketing Manager
- Advertising Manager

## Course-specific information

To be eligible for the Graduate Certificate of Digital Marketing, applicants must have a recognised bachelor's degree or equivalent from a recognised tertiary institution.

Not sure if you meet the eligibility requirements for this course? Please get in touch.

# Admission requirements

Applicants must have an undergraduate degree (AQF level 7) or equivalent as approved by the University Admissions.




















## Additional admission requirements

None.

## Assumed knowledge

None.

## Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2022	UC - Canberra, Online	Semester 2 	01 August 2022		
2023	UC - Canberra, Online	Semester 1 	06 February 2023		
2023	UC - Canberra, Online	Semester 2 	31 July 2023		
2024	UC - Canberra, Online	Semester 1 	05 February 2024		
2024	UC - Canberra, Bruce	Semester 1 	05 February 2024		
2024	UC - Canberra, Online	Semester 2 	29 July 2024		
2024	UC - Canberra, Bruce	Semester 2 	29 July 2024		

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules](#) and [university policy](#). Credit is not permitted towards completion of a graduate certificate.

# Course requirements

## Graduate Certificate in Digital Marketing (ARC701) | 12 credit points

### Required Units - Must pass 9 credit points as follows

[Expand All](#) | [Collapse All](#)

Digital Advertising Practices PG (11866) | 3 credit points – Level P

Social Media Marketing G (11867) | 3 credit points – Level G

Digital Advertising & Marketing Principles G (11868) | 3 credit points – Level G

### Restricted Choice - Must pass 3 credit points from the following

Consumer and Buyer Behaviour PG (11420) | 3 credit points – Level P

Creative Decision Making G (11500) | 3 credit points – Level G

Strategy, Innovation and Change PG (11506) | 3 credit points – Level P

Audiences, Data and Media Convergence PG (11634) | 3 credit points – Level P

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

# Typical study pattern

UC - Canberra, Bruce

## Standard Part Time, Semester 1 Commencing

**Year 1**

**Semester 1**

Restricted Choice Unit

[Digital Advertising & Marketing Principles G \(11868\)](#)

**Semester 2**

[Digital Advertising Practices PG \(11866\)](#)

[Social Media Marketing G \(11867\)](#)

## Standard Part Time, Semester 2 Commencing

**Year 1**

**Semester 2**

[Digital Advertising Practices PG \(11866\)](#)

[Social Media Marketing G \(11867\)](#)

**Year 2**

**Semester 1**

Restricted Choice Unit

[Digital Advertising & Marketing Principles G \(11868\)](#)

# Course information

## Course duration

Standard 1 year part time. Maximum duration is 3 years.

## Learning outcomes

Learning outcomes	Related graduate attributes
Examine and employ professional best practice models underpinned by advanced theory to address real-world problems in the digital marketing and advertising technology sectors.	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.</p> <p>UC graduates are global citizens: Understand issues in their profession from the perspective of other cultures; make creative use of technology in their learning and professional lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>

Exemplify professional skills focusing on industry recognised proof of knowledge.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.

UC graduates are global citizens: Understand issues in their profession from the perspective of other cultures.

---

UC graduates are lifelong learners: Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.

Integrate critical knowledge, communications skills and current industry practices for sustained contribution to innovation and leadership across diverse professional fields.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.

UC graduates are global citizens: Understand issues in their profession from the perspective of other cultures; make creative use of technology in their learning and professional lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware.

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.

Compare and critique digital with traditional marketing theory and applications to develop a strong foundational knowledge of the role of data in the audience marketplace.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.

UC graduates are global citizens: Understand issues in their profession from the perspective of other cultures; make creative use of technology in their learning and professional lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and

---

adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.

## Awards

Award	Official abbreviation
Graduate Certificate in Digital Marketing	GradCert DigitalMktg

## Honours

None.

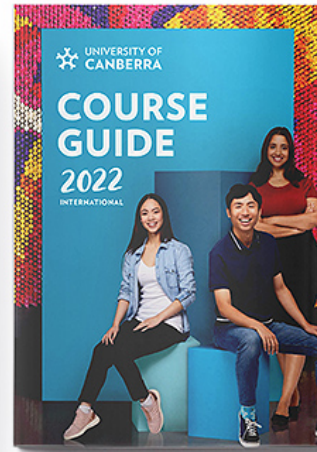
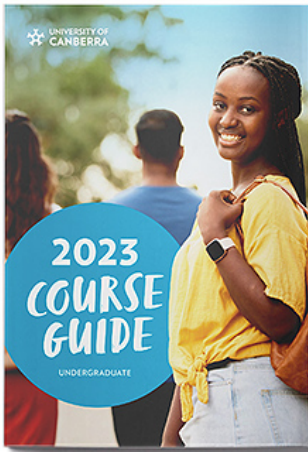
## Enquiries

Student category	Contact details
Prospective Domestic Students:	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)

Current and Commencing Students: Email [FAD.Student@canberra.edu.au](mailto:FAD.Student@canberra.edu.au) or Phone 1300 301 727

## Download your course guide





# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 02, December, 2022

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.