

# Graduate Certificate in Digital Marketing

## (ARC701.1)

Please note these are the 2024 details for this course

### Domestic students

Selection rank	
Delivery mode	Blended On campus Online
Location	Bruce, Canberra
Duration	1.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	880613
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>

### International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements
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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](#)

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<b>Delivery mode</b>	Online
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<b>Location</b>	Bruce, Canberra
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<b>Duration</b>	1.0 years
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<b>Faculty</b>	Faculty of Arts and Design
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<b>Discipline</b>	School of Arts and Communications
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<b>CRICOS code</b>	
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<b>English language requirements</b>	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).
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[View IELTS equivalences](#)

# 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 data 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).

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

Students who choose to study Online can access virtual WIL opportunities. This content includes on-demand guest lectures, industry case studies and industry projects.

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, data analytics and more.

Students studying both face-to-face and online will have access to support services including Careers UC, who are available to assist with employment pathways and personal development.

## 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.

## Progress your career with a Graduate Certificate in Digital Marketing

Download your free course brochure to learn more about studying digital marketing online with UC.

Download your free course brochure

# Admission requirements

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

Defence members at any rank (with a minimum of 3 years experience) are eligible for direct entry into this course through the Veteran Tertiary Support Program.

## Additional admission requirements

None.

## Assumed knowledge

None.

## Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓
2026	Bruce, Canberra	Semester 2	10 August 2026	✓	✓

## 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](#).

# Course requirements

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

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

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

[Audiences, Data and Media Convergence PG \(11634\)](#) | 3 credit points — Level P

[Digital Advertising Practices PG \(11866\)](#) | 3 credit points — Level P

[Social Media Marketing G \(11867\)](#) | 3 credit points — Level G

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

[Digital Advertising & Marketing Principles G \(11868\)](#) | 3 credit points — Level G

[Integrated Digital Marketing and Communication G \(12033\)](#) | 3 credit points — Level G

- Unit 11868 Digital Advertising and Marketing Principles G has been closed. From 2024 students are to enrol in 12033 Integrated Digital Marketing and Communication G.

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

[Audiences, Data and Media Convergence PG \(11634\)](#)

[Integrated Digital Marketing and Communication G \(12033\)](#)

#### 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

[Audiences, Data and Media Convergence PG \(11634\)](#)

[Integrated Digital Marketing and Communication G \(12033\)](#)

# Course information

## Course duration

Standard 1 year part-time. Maximum 3 years from date of enrolment to date of course completion. This course is only available for part-time enrolment.

## Learning outcomes

Learning outcomes	Related graduate attributes
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.	<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>

Examine and employ professional best practice models underpinned by advanced theory to address real-world problems in the digital marketing and advertising technology sectors.

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.

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.

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.

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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
Current and Commencing Students:	Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> or Phone 1300 301 727

Prospective Domestic Students:

Email [study@canberra.edu.au](mailto:study@canberra.edu.au) or Phone 1800 UNI CAN (1800 864 226)



## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 09, May, 2025

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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.