

Please note these are the 2028 details for this course

Domestic students

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

International students

|                                    |                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Selection rank</b>              |                                                                                                                                                                                                                                                                                                                                                           |
| <b>Academic entry requirements</b> | 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.<br><br><a href="#">View UC's academic entry requirements</a> |
| <b>Delivery mode</b>               | Online                                                                                                                                                                                                                                                                                                                                                    |
| <b>Location</b>                    | Bruce, Canberra                                                                                                                                                                                                                                                                                                                                           |
| <b>Duration</b>                    | 1.0 years                                                                                                                                                                                                                                                                                                                                                 |

|                                      |                                                                                       |
|--------------------------------------|---------------------------------------------------------------------------------------|
| <b>Faculty</b>                       | Faculty of Arts and Design                                                            |
| <b>Discipline</b>                    | School of Arts & Communication                                                        |
| <b>CRICOS code</b>                   |                                                                                       |
| <b>English language requirements</b> | An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent). |
|                                      | <a href="#">View IELTS equivalences</a>                                               |

### About this course

The Graduate Certificate in Digital Marketing will suit those looking to enhance and expand their knowledge, understanding and skills in digital advertising and marketing. Digital channels have become the dominant form of marketing communications and yet they differ greatly in how they identify and define audiences, and provide new ways to not only communicate but also engage with consumers. This course has been designed for graduates interested in further developing their digital knowledge, communication professionals seeking to expand their skills, those working in businesses, organisations and not-for-profits required to implement search, social and digital campaigns, and those on the technical side moving into management or senior roles and wanting to gain insights into how the technology is employed in marketing communications. Learning across the course includes undertaking industry recognised certification, and lectures from industry professionals and leaders. Progression from this course to the Master of Communication is available by enrolling in additional units.

### Admission requirements

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

The following Defence members are eligible for direct entry into this course through the Veteran Tertiary Support Program - Postgraduate Course Entry:

- Commissioned Officer (any rank),
- Chaplain or Maritime Spiritual Wellbeing Officer,
- Senior Non-Commissioned Defence Force Members (E-6 or higher),
- Defence Force Members - Other Ranks (E-2 to E-5) with three or more years' experience.

### Additional admission requirements

None.

### Assumed knowledge

None.

Periods course is open for new admissions

| Year | Location        | Teaching period | Teaching start date | Domestic | International |
|------|-----------------|-----------------|---------------------|----------|---------------|
| 2028 | Bruce, Canberra | Semester 1      | 14 February 2028    | ✓        | ✓             |
| 2028 | Bruce, Canberra | Semester 2      | 07 August 2028      | ✓        | ✓             |

### 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 12 credit points as follows

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

Digital Data Analytics and Visualisation G (11937) | 3 credit points — Level G

Integrated Digital Marketing and Communication G (12033) | 3 credit points — Level G

Social Media Marketing PG (12332) | 3 credit points — Level P

Understanding Audiences G (12340) | 3 credit points — Level 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

#### 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. | 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; |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>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.
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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Integrate critical knowledge, communications skills and current industry practices for sustained contribution to innovation and leadership across diverse professional fields.</p> | <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.</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> |
| <p>Exemplify professional skills focusing on industry recognised proof of knowledge.</p>                                                                                              | <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.</p> <p>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.</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>                                                                                             |

| Award                                     | Official abbreviation |
|-------------------------------------------|-----------------------|
| Graduate Certificate in Digital Marketing | GradCert DigitalMktg  |

Honours

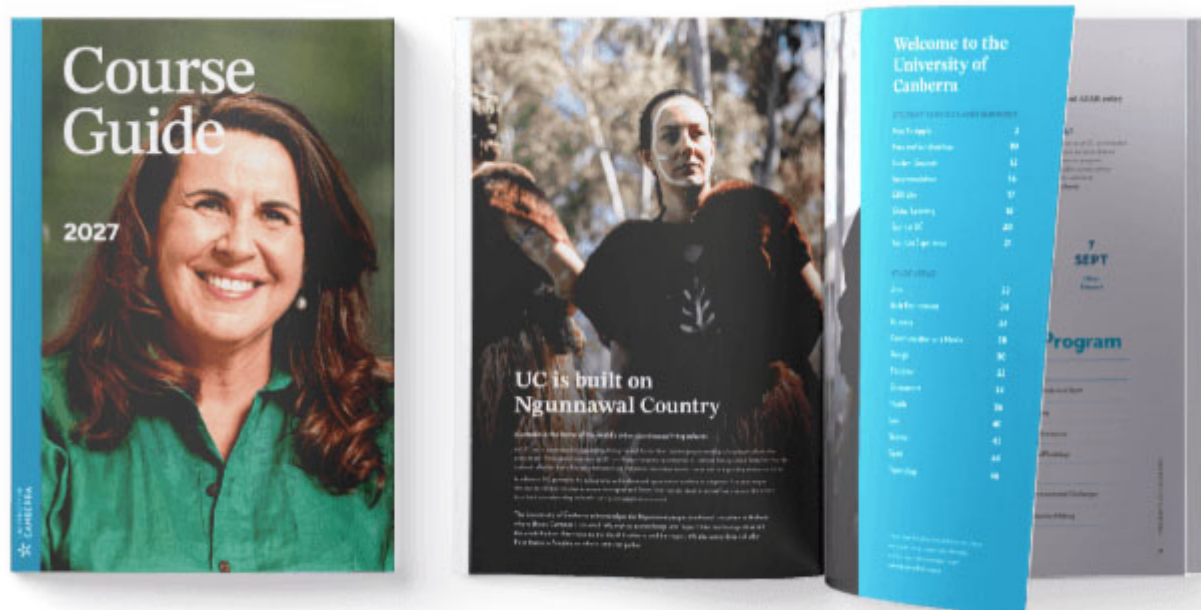
None.

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

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[Explore Scholarships](#)

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ABN 81 633 873 422

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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.