



Australian College of Information Technology
& Institute Of Film and Television

BECOME A DIGITAL MARKETER

'DIGITAL CONTENT PRODUCER' STREAM

This comprehensive two year course has been designed to springboard you into a career in Digital Marketing and Digital Content Production.

You will learn the latest strategies and techniques used by digital marketing agencies by exploring industry case studies and a wide variety of rich learning resources - all delivered through a powerful online learning platform.

You will also undertake real world projects, in face-to-face instructor led workshops, where you will gain hands-on skills in the latest tools and technologies that power today's digital economy and produce your own portfolio of cutting edge creative work.

BSB52415

Diploma of Marketing and Communication (Digital Marketing)

Digital Marketing Research and Strategy (6 Weeks)
eCommerce Marketing Communications (6 Weeks)
Search Engine Optimisation and Marketing (6 Weeks)
Designing Digital Experiences with Mobile (6 weeks)
Creative Display Advertising (6 Weeks)
Social Media Community Management (6 Weeks)

ICT40815

Cert IV in Digital Media Technologies (Digital Content Production)

Graphic Design for Screen (6 weeks)
Interactive Video Production (12 weeks)
Social Media Marketing (12 weeks)
Creating Websites (6 weeks)
Copyright in Digital Industries (Online)
WHS in Digital Industries (Online)

Course Duration: 24 Months

Prerequisites:

IELTS 5.5, Year 12 or higher

2020 Intake dates:

16 Mar, 11 May, 13 July,
7 Sept, 2 Nov

Campus: Gold Coast

CRICOS Provider:

02771G and 03768E

Price: \$15,995*

*Monthly payments available

*Package includes Diploma and
Certificate IV