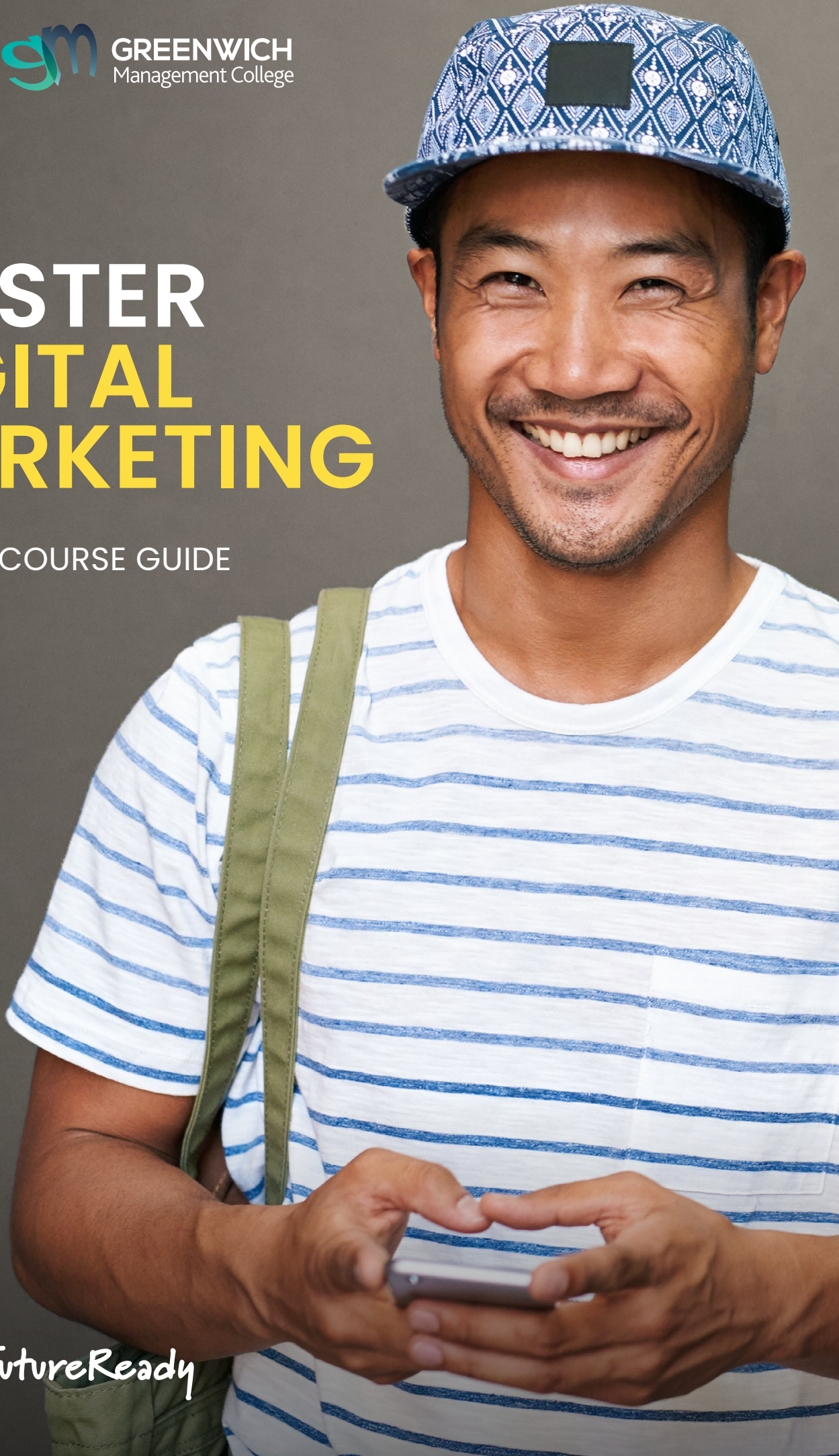




GREENWICH
Management College

MASTER DIGITAL MARKETING

DIPLOMA COURSE GUIDE



Get #FutureReady

OUR STORY

Are you inspired to gain a deeper understanding of Digital Marketing to help you transform your career or business? Well, you're not alone.

At Left Bank, our team of passionate educators and industry experts have helped hundreds of students understand, analyse and exploit the exciting world of Digital Marketing. We're energised by the possibilities that the world of digital delivers, and believe that understanding digital is no longer a 'nice to have' in the workplace - it's a MUST HAVE.

"We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people."
- Pierre Omidyar, eBay founder

Who Are We?

Left Bank is part of the RedHill Education Group – Australia's fastest growing education provider* with 16,000 students from 94 countries across campuses in Sydney, Melbourne, and Brisbane.

At Left Bank we ensure tomorrow's Digital Marketing experts learn from the best, and master all aspects of Digital Marketing. Our school focuses on preparing students to step out into the industry with more than just a qualification through delivering a range of high quality courses both on-line and on campus.

Why Study With Us?

Our educators are industry experts, who create, review and update the course content on a regular basis, so you always have cutting edge resources to learn from. You'll receive 1:1 mentorship and career coaching from our team who have held senior Digital Marketing roles across the globe at brands including MTV, Virgin, Telstra, and Sony.

We'll also connect you to our network of businesses through our Client-Connect program, so you can gain valuable hands-on experience and put the theory you learn into practice.

53%
OF AUSTRALIAN
MARKETERS
ARE CONCERNED
ABOUT A DIGITAL
SKILLS SHORTAGE
IN THE INDUSTRY¹ //

Get #FutureReady



OUR COURSES



BOOK A CALL

Our Diploma of Business (BSB50215) was Australia's first vocational Diploma to specialise in Digital Marketing. We've recognised the need for this qualification to help upskill students in all aspects of the Digital Marketing mix. Throughout the course we'll teach you how to optimise your Digital Marketing strategies and tactics to get 100% job ready.

Master every aspect of Digital Marketing

Join Australia's most comprehensive Digital Marketing course that has 97% of past students satisfied, and step out into the industry as a qualified expert with an impressive portfolio, in-demand skills, and valuable experience.

Choose to study in Sydney or Melbourne

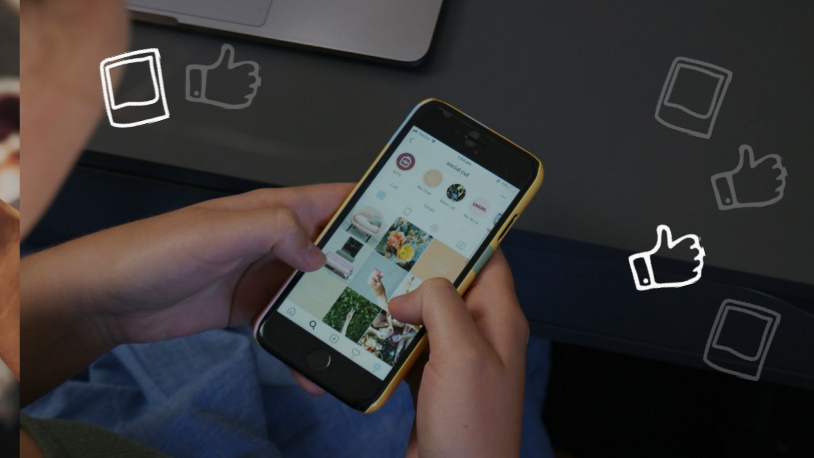
Our on campus intakes commence in March, July and November every year.

How the course is structured

The 8 subjects are broken down into 3 Study Blocks, and what you'll learn is the same whether you study on-line or on campus.

**DIGITAL NOW
ACCOUNTS FOR
55% OF OVERALL
MARKETING BUDGETS
IN AUSTRALIA,
WITH DIGITAL
ADVERTISING
IN AUSTRALIA
HAVING REACHED
\$8.5 BILLION.***





INTRODUCTION TO DIGITAL MARKETING & DIGITAL MARKETING PHILOSOPHIES

BSBMKG502 Establish and adjust the marketing mix

Understand how the Marketing mix has changed with the rise of the digital landscape. Learn the key Digital Marketing skills required to develop a strategy that will help you drive real business results.

Subject Topics:

- Introduction To Marketing
- Marketing Fundamentals
- The Marketing Mix
- Marketing Strategy

You Will Learn To:

- Understand the fundamental principles of Marketing, so you have a strong foundation to build your Digital Marketing knowledge
- Distinguish the various types of Digital Marketing channels available and how to categorise these channels to manage your digital footprint
- Implement the Inbound Marketing Methodology and how this fits into your overall Marketing strategy
- Develop a Digital Marketing strategy by setting objectives, developing target personas, and determining the Marketing mix
- Monitor and adjust the Marketing mix based on business needs

EMAIL & WEBSITE MARKETING

BSBMKG510 Plan e-marketing communications

Did you know there are over 100 billion emails sent each day, and 99% of consumers still check their email every day?² Learn how to build an email list, communicate offers, create positive customer relationships, and reward loyalty. We'll also touch on the fundamentals of website marketing.

Subject Topics:

- Introduction to Email and Website Marketing
- Websites
- Planning and Email Campaign
- Implementing an Email Campaign

You Will Learn To:

- Integrate Email Marketing into the overall Digital Marketing strategy of a business
- Create engaging Marketing emails which get opened and read
- Build a list of subscribers who actually want to receive your emails and are interested in buying your product or service
- Use Campaign Monitor to build and send emails with real, hands-on-experience
- Perform a situation analysis, project planning and how it applies to an email strategy
- Identify the various types of websites, comprehend what makes for a good user experience (UX), and understand website optimisation and measurement

CONTENT MARKETING

BSBWRT501 - Write persuasive copy

Did you know Content Marketing costs 62% less than traditional marketing and generates 3 times as many leads?² We'll teach you how to create engaging videos, blogs, Social Media posts and various other forms of content to attract customers, promote your business and sell your products and services across various online channels.

Subject Topics:

- Introduction to Content Marketing
- Content Planning
- Content Production
- Promoting and Measuring Content

You Will Learn To:

- Identify what Content Marketing is, and why it's an essential part of any brand's Marketing strategy
- Put together a successful content plan and content calendar
- Understand the importance of storytelling, how to generate ideas for Content Marketing, and how to analyse and interpret a creative brief
- Create a variety of content formats covering written, visual, audio and video content
- Distribute and promote your content, via both organic and paid channels
- Measure your Content Marketing to prove its Marketing effectiveness

SOCIAL MEDIA MARKETING

BSBMKG537 Develop a Social Media Engagement plan

Did you know 97% of marketers use Social Media to reach their audiences and 2 million businesses used Facebook for advertising in 2018?² We'll teach you how to craft a winning Social Media strategy using networks like Facebook, Twitter, YouTube, Pinterest, LinkedIn, and Instagram.

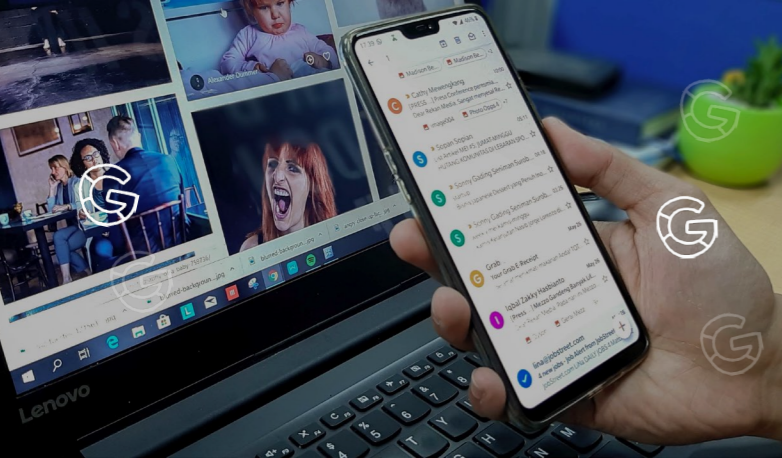
Subject Topics:

- Introduction to Social Media
- Types of Social Media Sites
- Social Media Strategy
- Social Media Advertising
- Community Management and Governance

You Will Learn To:

- Identify which social channels to use based on your business objectives
- Understand your customers and target them effectively
- Develop a Social Media campaign and measure its success
- Use Social Media to engage your target audience and drive traffic to a destination
- Use popular scheduling tools like Hootsuite to manage your Social Media footprint

²Source = <https://www.hubspot.com/marketing-statistic>



SEARCH ENGINE OPTIMISATION

BSBMKG535 Devise a search engine optimisation strategy

Google accounts for 94% of organic traffic, and 61% of marketers say improving SEO and growing their organic presence is now their top marketing priority.* But what exactly is SEO, and what are the mysterious 'dark arts' that can help you drive more free traffic to your website? Learn how keywords, content, and off-page factors work together to ensure your website is visible in search engine results.

Subject Topics:

- Introduction to Search Engines
- Keywords and SEO
- On Page and Off Page SEO
- Optimisation and Measurement

You Will Learn To:

- Understand the key methods, tools, and techniques used in Search Engine Optimisation (SEO)
- Understand the role of search and why it is a critical part of any digital marketing plan
- Analyse the search behaviours of your target audience
- Optimise websites through technical and non-technical SEO to improve organic web search results
- Understand the role of keywords and content in SEO
- Understand key features of 'black hat' and 'white hat' SEO techniques
- Plan and implement a search engine strategy

DIGITAL ADVERTISING

BSBADV507 Develop a media plan

Did you know businesses make an average of \$2 in income for every \$1 they spend on Google Ads? Great advertising attracts customers, improves brand awareness, and generates revenue – but advertising on digital channels can be complex. In this subject you will learn how to plan, deliver and optimise an integrated digital advertising campaign that achieves results.

Subject Topics:

- Overview of Digital Advertising
- Digital Ad platforms, Ad Types and Ad Design
- Campaign Planning and Strategy
- Ad targeting and Ad buying
- Adtech, Measuring and Optimisation

You Will Learn To:

- Understand key methods, tools and techniques used in Digital Advertising
- Decide on the best creative content and format to use for each channel
- Target (and retarget) your customer and how do you track your results and optimise your advertising spend
- Plan and implement a digital advertising campaign
- Produce a media plan which meets client brief and budgetary requirements
- Test, measure and optimise campaigns

DATA DRIVEN MARKETING

BSBMKG501 Identify and evaluate marketing opportunities

75% of companies see increased engagement when they use data-driven marketing. Despite this, 87% of marketers say data is their company's most under-utilised asset.^ With so much data available today, it is essential that as a Digital Marketer you have a deep understanding of where the data comes from, and how to collect and analyse it in order to make more informed marketing decisions.

Subject Topics:

- Introduction to Data
- Sourcing, Measuring and Organising Data
- Types of data-driven marketing
- Google Analytics deep dive

You Will Learn To:

- Use data to identify and evaluate marketing opportunities to meet objectives and reach your target audience
- Understand key aspects of data sources, measurement, analysis and reporting
- Apply insights gained from data to various types of data-driven marketing techniques including retargeting, conversion optimisation and segmentation

^<https://www.lytics.com/blog/9-incredible-statistics-about-data-driven-marketing>

MARTECH & AUTOMATION

BSBINM501 Manage an information or knowledge management system

Spending for marketing automation tools is expected to reach \$25.1 billion annually by 2023 as companies look to save time and add value for their customers. As a Digital Marketer, you will use technology in your daily role. Learn how to set up automated marketing campaigns that run in the background and are sparked by customer details and behaviours.

Subject Topics:

- The Marketing Technology Revolution
- The MarTech Stack
- Marketing Automation
- Hubspot - Deep Dive

You Will Learn To:

- Identify which social channels to use based on your business objectives
- Understand your customers and target them effectively
- Develop a Social Media campaign and measure its success
- Use Social Media to engage your target audience and drive traffic to a destination
- Use popular scheduling tools like Hootsuite to manage your Social Media footprint



melbourne design awards
GOLD
2019 BEST INTERIOR DESIGN

ON-CAMPUS

Sydney & Melbourne

Diploma of Business BSB50215
CRICOS 02155J

Our on-campus study option features 70% face-to-face learning and 30% online, available in Sydney and Melbourne. The course will teach you practical skills and give you the hands-on experience you need to become a Digital Marketing expert and job-ready candidate.

Intakes:

- 04 November 2019
- 16 March 2020
- 13 July 2020
- 02 November 2020

Payment Options:

Choose the payment option that suits you or discuss an option with one of our Course Advistors.

- Monthly installments through Ezidebit*
- Cash or credit card payment

 **BOOK A CALL**

*See Ezidebit terms & conditions visit: ezidebit.com



42 weeks of study delivered over 48 weeks

3 study blocks, each with a duration of 14 weeks

A recommended 16 hours of study per week



\$6600
International students



Each study block to be completed full-time 14 weeks

70% on campus
30% online

The Left Bank Experience



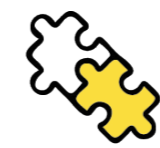
Work with real clients on real projects

We will connect you to our network of businesses through our Client-Connect program, so you can gain valuable hands-on experience and put theory, and your new skills into practice.



Learn from the best

Receive 1:1 mentorship, support and career coaching from our teaching team who have held senior Digital Marketing roles with global brands.



Master every aspect of Digital Marketing

Learn practical skills in social media, pay-per-click advertising, email, SEO, and content, and understand how they work together to create an effective Digital Marketing strategy and campaign.



Create your own Digital Marketing portfolio

Build and develop a website that displays your portfolio of Digital Marketing work, and helps build your personal brand. Demonstrate your skills in digital to prospective employers to help land your dream job.



Get certified

Deepen your understanding of Digital Marketing with a platform certification you are passionate about – including Google Ads, Google Analytics, Hubspot, Facebook Blueprint and YouTube (choose up to two). These are optional and not required to be awarded your Diploma.



Pathway to Bachelors

Upon the successful completion of this Diploma, you may be eligible to enter directly into the second year of a Bachelor of Business at Torrens University.

OUR EDUCATORS & INDUSTRY EXPERTS



Sharna Bregman

Sharna is an interactive and multi-platform producer with a passion for technology, quality, innovation and beautiful user experiences.

She has spent the last six years producing large-scale interactive kiosks, mobile apps, games, web apps and social campaigns for some of Australia's biggest brands.

Specialties:
User Experience
Information Architecture
Project Management
Website Technology



Adriana Fari-Palko

Adriana draws upon six years experience in digital advertising. She has worked with GroupM APAC, News Corp, Fairfax, Google, Pepsi, Bepanthen, Wienerberger.

As a qualified yoga teacher, Adriana also aims to fully support students throughout their learning experience, by integrating mindfulness into her student mentoring and communication.

Specialties:
Social Media
Media Planning
Buying
Programmatic Advertising
Ad Serving



Annette Staglieno

Annette has a thorough understanding of all things Digital Marketing with 15 years experience working with global brands such as MTV, Sony Music, Universal Music and Pacific Magazines.

She has developed Digital Marketing campaigns for number one selling artists and Australia's most loved celebrity bible – Who Magazine.

Specialties:
Social Media Marketing
SEO/SEM
Content Creation
Marketing Strategy



Eloise Smith

Eloise has a Masters Degree in Marketing and a genuine passion for supporting entrepreneurs and small business owners in pursuit of their goals Working as a Strategic Marketing consultant for the last decade she has overseen projects varying as widely as cafes, to tech start-ups to video games.

Specialties:
Email Marketing
Social Media
Digital Marketing Strategy
Marketing Automation



Sarah Cole

Sarah has a 10-year digital background spanning Advertising, Brand and Strategy having worked with household brands from the Arts, Not for Profit, Corporate and Tech. She taught herself to code before it was considered cool, and is an accomplished speaker and workshop facilitator.

Specialties:
Digital Production
Design Thinking
Digital Marketing
Brand Strategy
Analytics



Jillian Bowen

Jillian has over 15 years experience in Digital and now helps startups and small businesses create Digital Marketing strategies that make their businesses come alive. She is the founder of the Content Fix podcast that helps people transform their content and social media from a time drain to a winning business strategy.

Specialties:
Podcasting
Social Media
Digital Strategy
Content writing
Digital Production
Email Marketing



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theleftbank.edu.au



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