

POSTGRADUATE

Graduate Certificate in Digital Marketing Leadership

- Elevate your leadership skills and drive powerful digital transformation. Utilise advanced technologies and data driven insights to create strategies that will leave you well-equipped to navigate the digital landscape and achieve long term goals.



Who this program is for:

Our Graduate Certificate in Digital Marketing Leadership is ideal for:

- **Experienced marketers** looking to lead digital transformation in marketing, creating customer-centric marketing strategies, with a focus on building data and technology.
- **Career switchers** who have been working in another field, and are looking to move into marketing and expand their knowledge in Digital Marketing Leadership.



DURATION:

- Graduate Certificate: 4 courses | 8 months intensive part time*

** Completion time is dependent on individual study path and course availability. Please speak to a Student Enrolment Advisor for more information.*

HOURS OF STUDY PER WEEK, PER COURSE:

Each course is seven weeks in duration and requires a minimum of 15 – 20 hours study per week.

ENROLMENT:

Six intakes annually: January, March, May, July, August and October.

Why study Digital Marketing Leadership?

For leaders in marketing, transforming your approach to personalised customer-centric experiences is the way of the future. Marketers are faced with a high consumer demand for personalised experiences and many new platforms and technologies, leaving them struggling to lead with clarity towards digital maturity. To bridge this gap, RMIT Online has collaborated with leading industry partners and academics, to co-design the Graduate Certificate in Digital Marketing Leadership.

You will develop the skills and confidence to lead transformative change, leveraging data analytics to gain consumer insights and optimise marketing performance. By mastering data-driven decision making with creative digital marketing strategies, you will be able to deliver on objectives and stay ahead in an increasingly competitive market.

By the end of this program, you'll be able to:

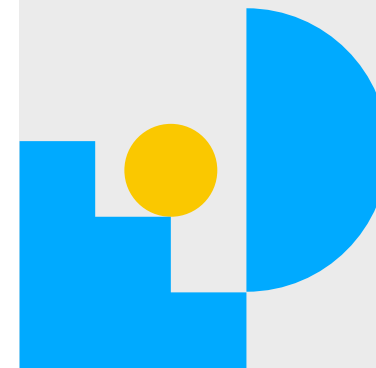
- Critically examine theories and evidence about the drivers and barriers to successful digital transformation of marketing functions.
- Formulate plans to mature or transform the digital capability of a marketing function to create business and customer value including assessing digital maturity, people, processes and technology.
- Assess and justify the selection of various advanced digital communication tools or media channels as strategic resources to improve customer experience and marketing performance.
- Design and derive relevant analytics and insights that ethically profile customers and inform marketing strategy.
- Assess the emerging marketing technology landscape such as the interrelationship among data, technology and platforms to identify opportunities and recommend solutions.
- Develop evidence based and reflective leadership approaches and effectively communicate initiatives with a variety of business stakeholders.

The digital marketing industry set to be worth **\$1.5 Trillion** by the year 2030.

(FORBES, 2024)

Digital Marketing Manager jobs are projected to grow **11.4% over the next 5 years.**

(SEEK, 2024)



So, why study Digital Marketing Leadership with us?

- **Know how to lead digital transformation in marketing:** Gain confidence as you devise and lead digital and technology transformation in marketing to best deliver on an organisation's marketing objectives.
- **Industry partnerships:** Designed in collaboration with industry leaders at R/GA, this program is tailored to deliver practical real-world insights.
- **Accelerated and immediately applicable:** Learn immediately applicable skills to solve problems and lead digital transformation in marketing.



Why study with RMIT Online?



Flexible online learning

The freedom of learning online means you can study, whenever and wherever you want.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and projects for real world scenarios, allowing you to see the immediate impact of your learning within your organisation.

Full-time support

Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

Industry connected

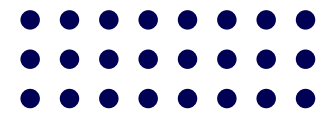
We combine the forces of a leading technology university with high-profile industry partners to ensure that you are job ready — learning practical skills that align with industry best-practice.

Propel your career

Online postgraduate programs receive the same qualification as on-campus — without putting your life on hold.

Future-focused

With up to date content, RMIT Online courses are shaped by future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.



The online learning experience

Never feel like you're studying alone with our online learning student support, here to help you every step of the way. Troubleshoot any problems easily, from enrolment till your day of graduation. With a fully online learning experience, flexibly study around your work or life commitments with our personalised student experience tools, designed to keep you on track and set up for success.



Online facilitator

You'll study in a small cohort of around 35 students under the expert guidance of an Online Facilitator who has industry experience and academic qualifications in your field of study. This gives you opportunities to ask questions, get feedback, engage with peers, and connect to how things work in industry.

Student support

Our Student Success team will be there to help you from the moment you join us, through onboarding webinars, phone calls, online resources, study coaching, and more. Rest assured that you'll get the support you need, when you need it.

Onboarding for success

You'll get access to an onboarding module that prepares you for online study journey. This onboarding module will have helpful study tips, academic skills, insights, and information about key tools and services available to you. By completing this module, you'll be set up for success in your studies.

Personal learning profile

All our students are encouraged to engage with our personal learning profile tool, which has been informed by the latest educational research. Understanding your personal learning profile will give you insights into your strengths and opportunities you have on your learning journey.

Active learning

Each course is designed using our best practice learning design approaches for active learning. Active learning, such as games, case studies, scenarios, and interactive content, benefits your study because you apply new knowledge, practice new skills, and are better prepared for your assessments. Students in active learning courses are shown to be more successful.

Progress insights

Each course provides you with a visual indicator to show your progress through the course. Seeing your progress helps you plan, manage, and navigate your study time and learning activities for your own study success.

Career Services

Enjoy invitations to our masterclasses and on the couches, as well as mentorship program career workshops and 1-1 career advice.



Entrance requirements:

Prospective students will need to have either:

- An Australian Bachelor degree or equivalent, or higher level qualification, in any discipline from a recognised tertiary institution and two years full time experience working in a marketing role; or
- No qualification, with five years full time experience working in a marketing role.

All applicants will be required to submit a curriculum vitae (CV).

English language requirements:

You must meet the University's minimum English language requirements to be eligible for a place in this program.

- Refer to the [English requirements for postgraduate coursework programs](#).

Australian student visas:

RMIT's Online Graduate Certificate in Digital Marketing Leadership does not meet Australian Student Visa requirements. For an Australian student visa, you must have an on-campus place in a program of study.

For more details on RMIT's on-campus programs visit rmit.edu.au

Articulation pathways:

This program has pathway/credit options in accordance with RMIT University Credit Policy.

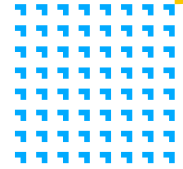
Upon successful completion of the Graduate Certificate in Digital Marketing Leadership you will be eligible to continue your studies in MC197 Master of Marketing or MC119 Masters of Business Administration. You may be eligible to transfer some credit from the Graduate Certificate in Digital Marketing Leadership into MC197 subject to the RMIT credit transfer policy.

Applicants who have completed studies or have partially completed a similar program at another institution (with entry criteria similar to this program) may be accepted with some credits or exemptions being granted towards this program, subject to RMIT admission and credit policy and processes.

The current credit pathways for College of Business and Law programs can be found [here](#). These are subject to change.

You may be eligible for further credit. Exemptions from this program will be assessed consistent with the principles of the [RMIT Credit Policy](#).

Fee summary:



2025 indicative fees

In 2025, the annual fee you will pay for the standard year of full-time study is:

- Graduate Certificate in Digital Marketing Leadership: 2025 tuition fees are \$3,960 per course, totaling \$15,840[^] for 4 courses

[^] Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load.

Additional expenses:

- Student services and amenities fee (SSAF): AU\$365 maximum fee for 2025
- Other items related to your program, including field trips, textbooks and equipment.

Annual fee adjustment:

Amounts quoted are indicative fees per annum, and are based on a standard year of full time study (96 credit points). A proportionate fee applies for more or less than the full-time study load. Fees are adjusted on an annual basis and these fees should only be used as a guide.

Paying your fees and applying for refunds:

For information on how to pay your fees or to apply for a refund, please see paying your fees and applying for refunds.

Fee assistance

SA-HELP Loans

You may be eligible to apply to defer payment of the Student services and amenities fee (SSAF) through the [SA-HELP](#) loan scheme. If you use SA-HELP, the amount will be added to your accumulated HELP debt.

How does a HELP loan work?

If your FEE-HELP and/or SA-HELP loan application is successful, the Australian Government will pay RMIT, on your behalf, up to 100% of your fees. This amount will become part of your accumulated [HELP](#) debt.

You only start repaying your accumulated HELP debt to the Australian Government once you earn above the minimum income threshold for repayment, which is set each year by the Australian Government (this also applies if you are still studying).

The Australian Taxation Office (ATO) will calculate your compulsory repayment for the year and include this on your income tax notice. For more information about loan repayment options see [Commonwealth assistance \(HELP loans\)](#) or [Study Assist](#).

Additional expenses

In addition to tuition fees, you will be charged an annual [student services and amenities fee \(SSAF\)](#), which is used to maintain and enhance services and amenities that improve your experience as an RMIT student. The SSAF is calculated based on your enrolment load and the maximum fee for 2025 is \$365.

For more information about calculating your actual SSAF see [Paying SSAF](#). You may also be required to purchase other items related to your program, including field trips, textbooks and equipment. These [additional fees and expenses](#) vary from program to program.

[^] Fees typically increase each year and may change without notice. Total fees are estimates only, and should only be used as a guide.

Choosing the right program for you:

	Graduate Certificate in Digital Marketing Leadership	Graduate Certificate in Marketing	Master of Marketing
Objective	Gain the skills to leverage data analytics for actionable consumer insights, assess digital maturity, and develop strategies to enhance marketing performance in a rapidly evolving digital landscape.	Unlock your marketing potential by exploring strategies that create customer value and foster innovation. Unlock your marketing potential by exploring strategies that create customer value and foster innovation.	Master contemporary marketing practices and strategies to drive customer value and innovation in today's dynamic business landscape.
Who this course is for	<ul style="list-style-type: none"> Experienced marketers looking to lead digital transformation in marketing, creating customer-centric marketing strategies, with a focus on building data and technology. Career switchers who have been working in another field, and are looking to move into marketing and expand their knowledge in Digital Marketing Leadership 	<ul style="list-style-type: none"> Experienced marketers seeking to move into leadership and management roles in marketing and related fields. Career switchers looking to move into marketing roles in a more entry level position looking to expand their knowledge. 	
What you'll learn	<ul style="list-style-type: none"> Critically examine theories and evidence about the drivers and barriers to successful digital transformation of marketing functions. Formulate plans to mature or transform the digital capability of a marketing function to create business and customer value including assessing digital maturity, people, processes and technology. Assess and justify the selection of various advanced digital communication tools or media channels as strategic resources to improve customer experience and marketing performance. Design and derive relevant analytics and insights that ethically profile customers and inform marketing strategy. Assess the emerging marketing technology landscape such as the interrelationship among data, technology and platforms to identify opportunities and recommend solutions. Develop evidence based and reflective leadership approaches and effectively communicate initiatives with a variety of business stakeholders 	<ul style="list-style-type: none"> Demonstrate a broad, critical and practical understanding of contemporary marketing issues and practices in business Evaluate the role of marketing and its relationship with other functional areas of business to create customer value Identify and critically analyse marketing problems and design appropriate marketing strategies and tactics to solve such problems Apply marketing expertise and knowledge to planning, directing, implementing, monitoring and controlling an organisation's marketing effort Apply innovative thinking and creativity approaches to effectively address marketing problems and build market-based assets Apply research principles and methods to design innovative options and solutions for, and make reasoned judgments about, problems and issues in contemporary business practice. 	<ul style="list-style-type: none"> Demonstrate a broad, critical and practical understanding of contemporary marketing issues and practices in business Evaluate the role of marketing and its relationship with other functional areas of business to create customer value Identify and critically analyse marketing problems and design appropriate marketing strategies and tactics to solve such problems Apply marketing expertise and knowledge to planning, directing, implementing, monitoring and controlling an organisation's marketing effort Apply innovative thinking and creativity approaches to effectively address marketing problems and build market-based assets Apply research principles and methods to design innovative options and solutions for, and make reasoned judgments about, problems and issues in contemporary business practice. Apply and integrate professional theory with practice in authentic Work Integrated Learning (WIL) contexts, professional contexts and industry settings.

Glossary of terms

Here's a list of key terms that you'll encounter throughout the upcoming program overview and detailed course overview sections of this brochure. We recommend you understand these terms, and may need refer back to this glossary where required.

Award: A qualification that will be conferred on a student upon successful completion of an award program.

Graduate Certificate: A Graduate Certificate provides a solid grounding in an area. It includes introductory to intermediate-level content across 8 months intensive part time. Graduate Certificates are considered post-graduate qualifications, and in Australia are considered Level 8 under the Australian Qualifications Framework.

Master: A masters degree is a specialised course that requires you to find advanced answers to complex problems or questions. Studying for a masters degree can help you become a leader in your field, or lead to further study in a doctoral degree (PhD) and in Australia are considered a level 9 under the Australian Qualification Framework.

Census: This is your key enrolment and HELP loan application deadline. It's important, because if you miss the census date you might have to pay for study that you don't want or need to do.

Course: A unit of study with specified learning outcomes that may be a component of a program. A course is generally 12 credit points.

Course coordinator: Your course coordinator ensures your course is run to the highest standard. They are the academic experts who wrote and developed most of the course content. They are here to assist and oversee how the course runs including but not limited to assessment moderation and grades release, publishing results, and reviewing extension requests for approval.

Capstone: A capstone course is a core course that offers students nearing graduation the opportunity to integrate their learning to help address issues a particular discipline or profession faces.

Credit points: A measure of study load that will be represented by a numerical value that must be assigned to a course.

Experiential learning: Experiential learning refers to the process of learning through experience, and more narrowly defined as learning through reflection on doing. This course will focus on practically applying the skills you've gained into various tasks and projects. You'll work on a virtual industry project and demonstrate industry-ready skills upon completion of the program.

Major: A series of eight or more courses in an area of specialisation within a bachelor degree program.

Minor: A series of four courses in the same subject or area of specialisation.

Program: A curriculum of study that will provide a structured approach for you to achieve defined learning outcomes and may lead to one or more awards and must have at least one program offering. At RMIT Online, a program is made up of multiple courses.

SSAF: A Student Services and Amenities fee based on your enrolment load, which is used to maintain and enhance services and amenities that improve your experience as an RMIT Online student.

Student success advisor: provides personalised non-academic study support and will equip you with study tips and online resources. They also offer advice and referral to the relevant RMIT services, ensuring you receive responses and outcomes in a timely manner. They will be your #1 RMIT supporter throughout your studies.

Tutor/online facilitator: A facilitator for your learning in the online environment. This could be through driving your engagement and conversation through discussions, hosting weekly webinars, and providing you with feedback and feed forward on your assessments so that you can adequately prepare for the next assignment.

Onboarding webinar: A live video session hosted by the Student Success team before your first study term begins. The purpose of this webinar is to outline key information you need to be aware of, support services available through RMIT, and study tips that will enable success in your program.

Webinar: A live online video session hosted by your Online Facilitator where they will share their industry experiences, guide you through the course material, and prepare you for upcoming assessments. Your Online Facilitator will inform you of webinar dates and times, and recordings will be available after each live session if you're unable to make it.

On the Couch: Sessions that engage industry experts in discussions on key topics.

Masterclass: Events that focus on real world applications from industry experts that align directly to their desired career goals.

For other definitions of key academic dates, please see our [FAQs](#), under 'What do each of my key dates for my program mean?'



Detailed course overview

In this following section, you'll delve into a detailed course overview and course learning outcomes for each of the individual courses on offer within the Digital Marketing Leadership program.

Program overviews

This forward-thinking program will enable you to utilise data and technology, sharpen your skills in creating customer-focused experiences, and give you exposure to essential digital marketing tools and media channels. You'll learn how to leverage data science and analytics to solve problems, working with real data to create tailored analytics solutions.

Subjects in this degree: (Graduate Certificate)

Course Title	Course Points	Course Code
Customer First Digital Marketing	12	MKTG1520
Consumer Analytics	12	INTE2556
Marketing Technologies	12	MKTG1518
Leading Digital Transformation in Marketing	12	MKTG1521

PROGRAM COURSES

The following pages outline each subject across the Graduate Certificate degrees program.

Customer First Digital Marketing (MKTG1520)

Course overview

In this course, you will evaluate and develop customer-centric, or customer-first strategies that grow customer and business value leveraging digital communication tools and media channels. Initially, students will level set knowledge by understanding the purpose and application of fundamental digital marketing tools and media channels such as search engine marketing, online public relations, online partnerships, display advertising, email marketing and social media marketing. The remainder and majority of the course focuses on customer ecosystem thinking, mapping and improving customer experiences both online and offline such as building customer journeys, programmatic targeting, multi-moment personalised targeting, personalised content development and automation. Students will be able to select the right digital tools to be used as strategic resources and know how to measure and optimise marketing spending. The course also discusses data usage, protection policies, and other managerial issues.

Learning outcomes

- Evaluate the effectiveness of digital communication tools and media channels for achieving defined marketing objectives in terms of customer acquisition, engagement, and retention
- Map a current customer journey to identify opportunities for value creation using consumers' digital traces
- Develop an omnichannel customer experience strategy across the customer ecosystem, leveraging personalisation, performance measures and metrics to measure and optimise marketing spending
- Assess data usage, protection policies, and other managerial issues.

Consumer Analytics (INTE2556)

Course overview

This course introduces students to the capabilities of data science and analytics tools to solve problems at the interface of organisations and consumers. In this course you will make the kinds of proposals, reports and presentations that are used in a business context. During this course you will critically evaluate the published literature and use case studies to design creative analytics approaches that improve a product or service and/or measure the effectiveness of marketing strategies. You will also learn how to appropriately communicate consumer analytics strategy to identified stakeholders.

Learning outcomes

- Design approaches to using data science tools for consumer profiling; predicting behaviour, and optimising for profitability and/or outcomes.
- Interpret consumer friction points to identify organisational opportunities that can be solved by data science tools and approaches.
- Critically evaluate the published literature and case studies from a range of industries and organisations to design relevant analytics to improve product or service design, and/or marketing strategy.
- Communicate consumer analytics strategy and recommended solutions to identified stakeholders.

Marketing Technologies (MKTG1518)

Course overview

The course provides a holistic understanding of the emerging marketing technology (MarTech) landscape, including the data, technology and platform ecosystem. By understanding the trends driving that landscape, marketing leaders will be open to 'emerging technologies' and be able to identify the value and relevance of MarTech to organisations ie a Market Landscape Analysis report with Concept Map. The focus of the course is on the implementation of suitable MarTech stack use cases proposal this will allow students to achieve marketing objectives.

Upon completion of this course, students should be able to understand the emerging marketing technology landscape, the drivers and barriers to the digital transformation of marketing functions, and be able to recommend solutions that provide value to the business and its stakeholders.

Learning outcomes

- Assess the emerging marketing technology (MarTech) landscape, in relation to the data, technology and platform ecosystem, as well as the trends driving that landscape.
- Identify the value and relevance of MarTech to organisations.
- Formulate a plan to prioritise the benefits and features of a MarTech stack to achieve marketing objectives.
- Evaluate the implementation requirements and issues of different MarTech use cases.

Leading Digital Transformation in Marketing (MKTG1521)

Course overview

This course covers the key elements of digital marketing transformation, in relation to the digital business transformation of organisations. Marketing leaders need to assess the organisation's digital marketing maturity and readiness for transformation and devise a plan to address key enabler gaps relating to people, process and technology. Then, they can construct a digital marketing transformation strategy and evaluate its feasibility and implications for the organisation.

Upon completion of this course, students should be able to assess digital maturity, people, processes and technology of the organization, and be able to formulate and communicate plans to mature or transform the digital capability of a marketing function to create business and customer value.

Learning outcomes

- Evaluate the current business strategy of an organisation, and propose an effective partnership ecosystem in response to digital disruptions and transformation challenges.
- Assess an organisation's digital marketing maturity and readiness for transformation, devise a plan to address key enabler gaps relating to people, process and technology.
- Construct and convey an innovative digital marketing transformation strategy focusing on customer acquisition, customer engagement, customer retention, and the measurement and optimisation of marketing spending.
- Critically evaluate the feasibility and justify the implications of the digital marketing transformation strategy on the organisation.

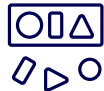
Why study online



Being 100% online, get 24/7 on demand access to the course content, ensuring you don't have to reduce your work or compromise your lifestyle.



Become industry connected as you learn from renowned academics with extensive industry experience. Our courses are designed with industry partners to ensure what you learn is up to date and aligns with best practice.



Get hands on through structured activities and build out your project portfolio to demonstrate your knowledge and practical skills.



Get personalised support that keeps you motivated on the road to success. Your support team includes the Student Success advisors who'll give you one-on-one assistance, an Online Facilitator, and a Course Coordinator.

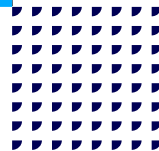


Graduate with a globally recognised degree.

Who's supporting you

RMIT Online works with leading experts at the forefront of their fields, multiplying the force of industry with a world-leading university.

By studying with RMIT Online, you can be sure you will be levelling up your skills and qualifications through work-connected, relevant learning.



Dr Kevin Nguyen (Vietnam campus)
Program Manager

Dr. Kevin Nguyen is the Program Manager for Online Programs & Courses at The Business School, RMIT University Vietnam. In this role, he is responsible for driving the digital transformation of the curriculum across all courses at The Business School, facilitating their transition into a blended learning model. He has also been a lecturer at RMIT since 2012, lecturing in marketing, business management, information technology and logistics and supply chain management. Dr. Kevin has over 14 years of international experience in retail, IT, and logistics industries in the United States with various management roles including IT manager, retail store manager, and business owner.



Student Success team
RMIT Online

Our Student Success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

How to get started



Enrolment in our postgraduate programs is easy. Get in touch with one of our Student Enrolment Advisors today and we can get the wheels moving.

STEP 1 Chat to a Student Enrolment Advisor

Our Student Enrolment Advisors have all the information you will need to choose the best courses for you. They can even coach you through the enrolment process over the phone.

You can call our Student Enrolment Advisors during business hours on 1300 145 032. They'll be able to help with any questions regarding the application process, RMIT course fees, and how online study works.

STEP 2 Send us your documents

All you have to do is fill out and submit the relevant course application forms. Your RMIT Course Consultant can guide you through this process. It doesn't take more than a few minutes.

STEP 3 You'll hear from us soon

If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit online.rmit.edu.au

***Further Information:** Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the [RMIT Online website](https://online.rmit.edu.au) before lodging your application.