



Bachelor of Business (Digital Marketing)

**Take your Marketing career
to new heights with us.**

*Digital Marketing offers you a new world of opportunities
and challenges in a rapidly changing business environment.*

The **Bachelor of Business (Digital Marketing)** course provides students with the requisite theoretical and practical knowledge, skills, and understanding to work effectively in business specialising in Digital Marketing.

It is an important and unique educational opportunity to students newly entering the workforce by addressing the current digital marketing skills gap. The course will enable students to enter the jobs market on a par with more experienced marketers.

Course code:

Cricos Code: 112973D

Study Mode

On Campus (Melbourne CBD)

Intakes

- January
- May
- September

Duration

Full-time: 3 years.

Annual Course Fee

\$19,600 (\$2,450 per unit)

Future Student Enquires

 +61 3 9125 1766

 support@danfordhe.vic.edu.au

LEARN MORE

For further information on Bachelor of Business (Digital Marketing), visit:
www.danfordhe.vic.edu.au/bbdm

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- Demonstrate the effective application of business knowledge and skills in a range of professional environments;
- Analyse and solve complex business problems independently and in teams using theoretical and applied frameworks;
- Communicate effectively across a range of diverse business environments;
- Adhere to legal and ethical standards as a digital marketing practitioner;
- Ability to integrate marketing strategy with the optimum mix of digital media, channels, platforms and devices to achieve marketing objectives;
- Design end-to-end digital marketing campaigns based on metrics that address marketing objectives; and
- Identify, understand and apply new emerging technologies within the digital marketing landscape.

COURSE STRUCTURE

YEAR 1	YEAR 2	YEAR 3
Accounting for Decision Making ACC101	Business Information Systems BUS201	Project Management BUS301
Business and Professional Communications BUS101	Business Law BUS202	Managing Digital Marketing Campaigns MKT301
Fundamentals of Marketing MKT101	Digital Consumer Acquisition MKT201	Business Leadership BUS302
Statistics for Business Analysis BUS102	Integrated Marketing Communications MKT202	Social Media Marketing MKT302
Business Economics BUS103	Corporate Finance BUS203	Digital Marketing Analytics MKT303
Introduction to Management BUS104	Entrepreneurship BUS204	Ethics in Business BUS303
Fundamentals of Digital Marketing MKT102	Product and Service Branding Strategy MKT203	Digital Marketing Strategy MKT304
Fundamentals of Finance BUS105	Business Research Methods BUS205	Capstone Unit (Digital Marketing) BUS305

 For further details of prerequisites, course structure and unit descriptions, refer to DHE's website: www.danfordhe.vic.edu.au/bbdm

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The Bachelor of Business (Digital Marketing) provides you with an exciting opportunity to become a part of a global network of innovative business leaders

Professor Alexis Esposto

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