

Specialise your career in

Digital & Data



AUSTRALIA'S FIRST VOCATIONAL DIPLOMA OF BUSINESS TO SPECIALISE IN DIGITAL & DATA (BSB50120)

Join a practical, hands-on course that will arm you with the knowledge and skills to design, implement and optimise powerful end-to-end Digital & Data strategies. Become an expert in a fast moving and highly sought after industry.

On successful completion of this course you will be awarded the BSB50120 Diploma of Business (Digital & Data) by Greenwich Management College.

MASTER THE WORLD OF DIGITAL & DATA

Become an in-demand professional, earning more than your peers in an industry where jobs outnumber the supply of qualified Digital Marketers & Data specialists.

Our course is designed for people looking to gain a deeper understanding of the digital world. We've recognised the need for this qualification to help upskill students in all aspects of the data management and usage, digital marketing, communication and other industry relevant digital skills.

Embrace the flexibility of the 'laptop lifestyle' with the option of working remotely as a Digital Marketing or Data Analyst

Throughout the course we'll teach you how to optimise your digital and data strategies and tactics to get 100% job ready.

WHY CHOOSE US?

- Dedicated student support
- Nationally recognised qualifications
- Flexible payments options

INTAKE DATES:

- You can begin your Diploma course when you are ready - **any time, and day** of the year!

COURSE DURATION:

- 12 units over 48 weeks
- 3 terms of 16 weeks
- Complete each term at **your own pace** (within 16 weeks)

TIMETABLE:

- Choose to study **anytime, anywhere** with our online delivery

FEES AND CHARGES:

\$5,400
per course

\$450 per unit • GST free

ANY QUESTIONS?

Contact us now:

student.advisor@greenwichcollege.edu.au



APPLY NOW!

CAREER OPPORTUNITIES:

- Digital Marketing Manager
- Social Media Manager
- Digital Strategist
- Digital Content Manager
- Digital Advertising Manager
- Data Analyst



greenwichcollege.edu.au

WATCH
OUR VIDEO:



ENTRY REQUIREMENTS:

- Students must be 18 years of age and over at time of study.
- All learners must have completed year 12 or overseas equivalent.
- Cert. IV, Diploma, Advanced Diploma or higher qualification.
- IELTS 5.5 or equivalent English level.
- Alternatively, take the Greenwich English College **entry test** for free.
- **Direct entry** is available for students.



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PTY LTD ALSO TRADES AS GREENWICH
MANAGEMENT COLLEGE
CRICOS CODE 02672K | RTO 91153

More details on our website:

greenwichcollege.edu.au

COURSE CONTENT & SAMPLE TIMETABLE:

TERM 1

Develop an Internal Digital Marketing Campaign

BSBSUS511 Develop workplace policies and procedures for sustainability (Core)

Design a Social Media Campaign

BSBSUS601 Lead corporate social responsibility

Build a Workplace Communication Plan

BSBXCM501 Lead communication in the workplace (Core)

Raise Your Content Marketing Impact

BSBCRT412 Articulate, present and debate ideas



TERM 2

Host Great Digital Meetings

BSBTWK503 Manage meetings

How Digital Marketing Affects Your Audience

BSBCRT511 Develop critical thinking in others (Core)

Manage Your Digital Marketing Resources

BSBOPS501 Manage business resources (Core)

Control Your Digital Marketing Budget

BSBFIN501 Manage budgets and financial plans (Core)



TERM 3

Maximise the Effect of Your Digital Strategy & SEO

BSBDAT501 Analyse data

Data Driven Marketing

BSBINS502 Coordinate data management

Create a Digital Marketing Plan

BSBTEC403 Apply digital solutions to work processes

Navigate the Digital World Safely

BSBXC5402 Promote workplace cyber security awareness and practices

