



International  
Graduate  
Institute

Bachelor of

Digital Marketing

CRICOS Code: 112716K



Our Bachelor of Digital Marketing program is carefully crafted to develop the next generation of innovative digital marketers. Your journey will begin with building a strong foundation in critical areas such as financial literacy, management, and marketing.

Higher Education  
for Future Leaders.

[www.igi.edu.au](http://www.igi.edu.au)



# Bachelor of Digital Marketing



**Study Mode**  
Face-to-face



**Duration**  
3 Years Full-Time



**Intake**  
February 2024



**Location**  
Sydney City



**Tuition Fee**  
\$17,200 / Year

## Digital Marketing is the Future. Become a Leading Expert today!

As you progress, you will become adept at leveraging cutting-edge digital toolkits and crafting captivating content that resonates with audiences worldwide. Our globally oriented syllabus incorporates agile business practices and international marketing strategies, offering you a broadened perspective and an adaptable skill set for the ever-evolving digital sphere.

The culmination of your studies involves a professional placement and a capstone project, providing first-hand experiences and opportunities to work on real-world projects at leading companies. Embark on a path to becoming a digital marketing virtuoso, equipped with a toolset of sought-after skills, ready to shape global brand narratives with ethical and innovative approaches.



### Overview

This qualification is recognised within the Australian Qualifications Framework (AQF) at Level: 7



### Course Structure

- 13 Core Units (3 credit points/unit)
- 10 Specialisation Units (3 credit points/unit)
- 1 Work Integrated Learning Unit (WIL)/ Capstone Project (6 credit points)



### Career Outcomes

- Digital Marketing Specialist
- Content Creator/Strategist
- SEO and SEM Specialist
- E-commerce Manager
- Social Media Manager
- Data Analyst



### Contact us

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Regional Director Higher Education  
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Scholarships Available



**Become a Future Leader  
in Digital Marketing.**