



**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



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!

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

Your Digital Marketing studies includes a professional placement and a capstone project, providing you with the first-hand experiences and opportunities to work on real-world projects at leading companies.

Embark on a path to being a digital marketing virtuoso, equipped with a toolset of sought-after skills. Study Digital Marketing at IGI and get 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

- 23 Core 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

Scholarships Available



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