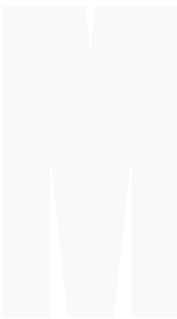


[COURSE GUIDE](#)[APPLY NOW](#)

100% online

Master of Marketing and Digital Communications

Find yourself at the forefront of a dynamic and evolving industry.



Create a digital marketing career plan

Applications close in 4 days

APPLY NOW

COURSE GUIDE

 Study mode	Accelerated 100% Online
 Duration	2 years part-time
 Units	12
 Intakes	Jan, Mar, May, Jul, Aug, Oct

Master global marketing

This Marketing and Digital Communications degree is enabling in-demand graduates to thrive in connected industries. You'll learn how to use digital technology to deliver life-cycle value to customers.



4.0 stars out of 5

Digital Marketers rate job satisfaction very high

[APPLY NOW](#)

Graduate with two masters degrees

Add four extra specialist studies units to receive two testamurs



Support seven days a week

Learning advice and study assistance

Dedicated support services designed for your study discipline.

Make an impact online

Create a digital presence that engages an audience and compels them to act. The Master of Marketing and Digital Communications is your opportunity to become an expert voice in this field, and to develop a highly marketable skill set.

Organisations are increasingly looking for marketing and communications professionals with specialist knowledge in the digital space to keep pace with contemporary trends. You'll graduate from this master's degree as an in-demand leader who understands the connection between marketing and wider society in digital and global contexts.

What you will learn

- **Digital fluency**

Focus on the impact that emerging digital technologies are having on communications.

- **Marketing**

Understand marketing in a digital world, in which technological advancements are shaping the way organisations develop value for consumers.

- **Digital media**

Extend your understanding of the role digital media, such as social media, plays in marketing.

ENQUIRE NOW

Receive a one-on-one consultation about your study options.

Our worldwide Marketing rankings

Dedicated to academic excellence, Monash University has achieved international recognition and renown in its Marketing courses.

Pathway to a masters degree

You can graduate with a Master of Marketing and Digital Communications in approximately 2 years part-time accelerated, after completing 12 units (72 total credit points).

You can also exit the course after completing approximately 0.7 years part-time accelerated, 4 units (24 credit points), and you'll receive a Graduate Certificate of Marketing and Digital Communications.

Marketing and Digital Communications

Graduate Certificate

0.7 years part-time accelerated

- ✓ [Principles of global communications](#)
- ✓ [Strategic communications in a digital era](#)
- ✓ [Data analytics in communications](#)
- ✓ [Effective crisis communications](#)

Marketing and Digital Communications

Master

1.4 years part-time accelerated

- ✓ [Social media marketing](#)
- ✓ [Digital marketing](#)
- ✓ [Marketing principles in a digital world](#)
- ✓ [Integrated marketing communications](#)



Choose any 4 Monash Online units

Structure




Entry Requirements



Career outcomes

The expansive digital space is constantly evolving, making Digital Marketing Managers sought-after and well-paid.

- Digital Marketing Managers
- Business Managers
- Communications Advisers
- Digital Marketing Specialists



SALARY


\$110,000

The most common salary for a **Digital Marketing Manager** in Victoria.

STAR RATING

4 / 5

Digital Marketing Managers report very high job satisfaction.



INDUSTRY GROWTH

+21.1%

Expected growth for **Digital Marketing Managers** over five years.

Information provided by

Marketing and Digital Communications online at Monash

Taught online by leading practitioners and academics, the skills you'll gain will ensure you graduate work-ready, with the full suite of skills of an in-demand digital marketing professional – from social media marketing to data analytics. Your core master's study will be enhanced by elective study, allowing you to tailor the second part of your degree towards your areas of interest.

Monash Online's flexible study model means that you don't need to take time away from your existing work or personal

Dr Mugdha Rai

Course Designer

Mugdha Rai is the Director of the Master of Digital Marketing and Communications. Her research includes issues of globalisation, comparative communication studies, advocacy, political communication and democracy. She has degrees in media and communications, international law and journalism.

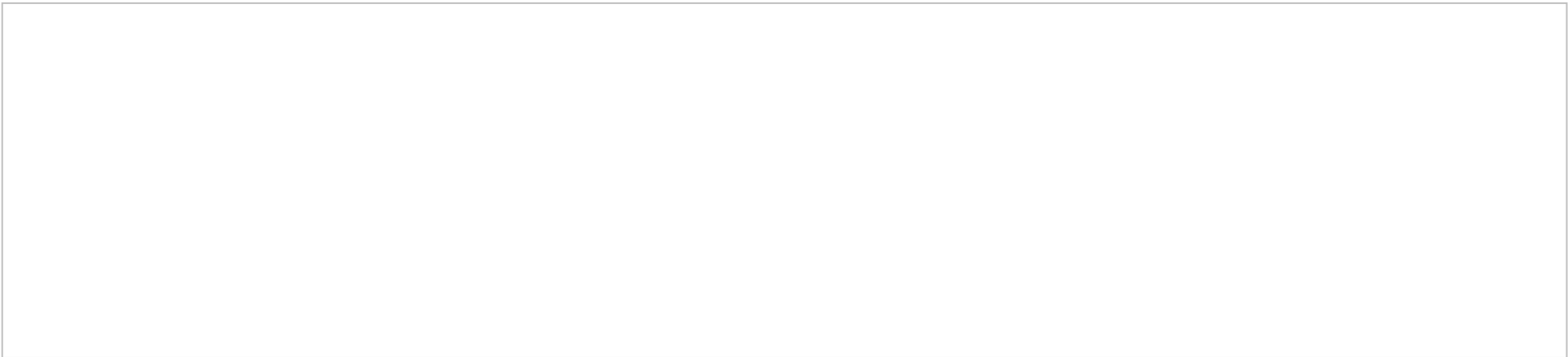
Bora Min

Bora Min is a consumer behaviour researcher who specialises in consumer novelties, innovation and new product adoption. Her research focuses on how feelings of control influence consumers' need to adopt new products. She has bachelor's and master's degrees in Social Psychology and a PhD in Marketing.

Marketing and Digital Communications at Monash Online

Monash goes above and beyond making sure that there is appropriate networking opportunities for students, that is done through discussion boards in each subject, as well as numerous Facebook groups.

Ashleigh Rak
Monash Online Graduate



Frequently Asked Questions

What is the difference between the Master of Marketing and Digital Communications and a traditional marketing degree?

Why has digital communications been included in this course?


What does relevant work experience mean?

ENQUIRE NOW

Receive a one-on-one consultation about your study options.

Finding the postgraduate course that fits your ambitions

Online Study

 Why graduate students are choosing online study.


Why graduate students are choosing online study.

Online Study

Studying online, the Monash way


Courses designed for online

Gain a world-class education, delivered through a dynamic virtual classroom and taught by leading academics.

LEARN MORE 


Support seven days a week

You'll have ongoing access to dedicated support services that have been specifically designed for your discipline.

LEARN MORE 

Equipped for career success

You'll graduate as an in-demand employee, ready to take the next step in your career.

LEARN MORE 

Download a course guide

Fill in your details to download an interactive course guide containing:

- course information
- career pathways

First name*

Last Name*

TO: PHONE:

How can we help?*

Commencement date?*

* Indicates required fields

By requesting, you agree to receive information on this online course from Monash University.

To see how we handle your personal information please refer to our Data Protection and Privacy Procedure and Visitors and Enquirers Data Protection and Privacy Collection Statement or contact dataprotectionofficer@monash.edu.

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