$ **AUD$34,816**
Indicative first year fee

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✓ **You can complete an internship as part of your studies.**

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→ **Register for updates**
(https://forms.your.unimelb.edu.au/4746916?cc=MC-DMKTG)

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Overview

Why study Digital Marketing at Melbourne Business School?

1. **Build your digital marketing skills and knowledge:** Skills you will learn include social media, channel management, content marketing, retail, metrics and analytics. Become adept in analysing and solving complex digital marketing problems.

2. **Learn from industry experts and be job ready:** Connect with marketing professionals who will share their real-life case studies as part of your studies. Complete an internship or take a consulting subject working to solve a real company problem.

What is it about?

The Master of Digital Marketing is for Bachelor of Commerce graduates (or equivalent) with marketing studies or earlier career marketing professionals. You will learn how to design the digital customer experience, which digital metrics matter, how best to craft creative viral content, and best-practice examples from industry thought leaders. The course aims to equip graduates for a career in this fast-changing area through a specialised suite of advanced subjects including, Customer Experience Design, Digital Marketing Metrics, Content Marketing, and Thought Leadership in Digital Marketing.

The course is academically rigorous, practically orientated and globally relevant.

Don't have a commerce background? See our **Master of Management (Marketing)** .

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