

# Digital Marketing - Fundamentals

## About the course

In this course, you will learn about the foundations of digital marketing, including the digital landscape, online branding, the digital marketing mix, digital customer relationships, and content marketing.

## Why these courses are for you

Digital marketing and social media are integrated into our everyday lives and play an integral role in marketing your business. But which platforms should you use and how do you engage your target audiences effectively?

This course will teach you how to harness the power of digital marketing and help you to better understand, engage with and expand your customer base.

## Course Overview

Activities include developing a digital marketing excellence framework for your business, social media analysis, publishing and mapping your customers' purchase decision making journey.



## About the Presenters

Our digital marketing courses have been written and coordinated by [Dr Violetta Wilk](#) and align with the MKT5325 Applied Digital Marketing unit in the Graduate Certificate of Applied Digital Marketing course.

[Melissa Fong-Emmerson](#) facilitates and co-presents the course with [Dr Helen Cripps](#). Industry partners are also involved in the course delivery.

## Choose your study outcome

### Professional Development

Participants will receive a Certificate of Participation at the successful completion of each course.

### Professional Development with Credit

Each digital marketing course is aligned with a different assessment item, which can gain you recognition of prior learning (RPL) towards the MKT5325 Applied Digital Marketing unit in our [Graduate Certificate of Applied Digital Marketing](#).

## Further information

Please contact the Executive Education team on [exeducation@ecu.edu.au](mailto:exeducation@ecu.edu.au) or visit: <https://www.ecu.edu.au/short-courses/business>