

Digital Marketing - Tactics

About the course

In this course, you will learn about various social media platforms and the social media marketing radar, paid social media marketing and targeting options, content marketing including SEO, and digital analytics with a focus on Facebook and Google Analytics.

Why this course is 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 social media marketing radar for your organisation, setting up a simple Facebook campaign, creating and publishing a blog post in Wix and interpreting a Google Analytics report.

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 presents this course with industry partners.

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 execeducation@ecu.edu.au or visit: <https://www.ecu.edu.au/short-courses/business>

