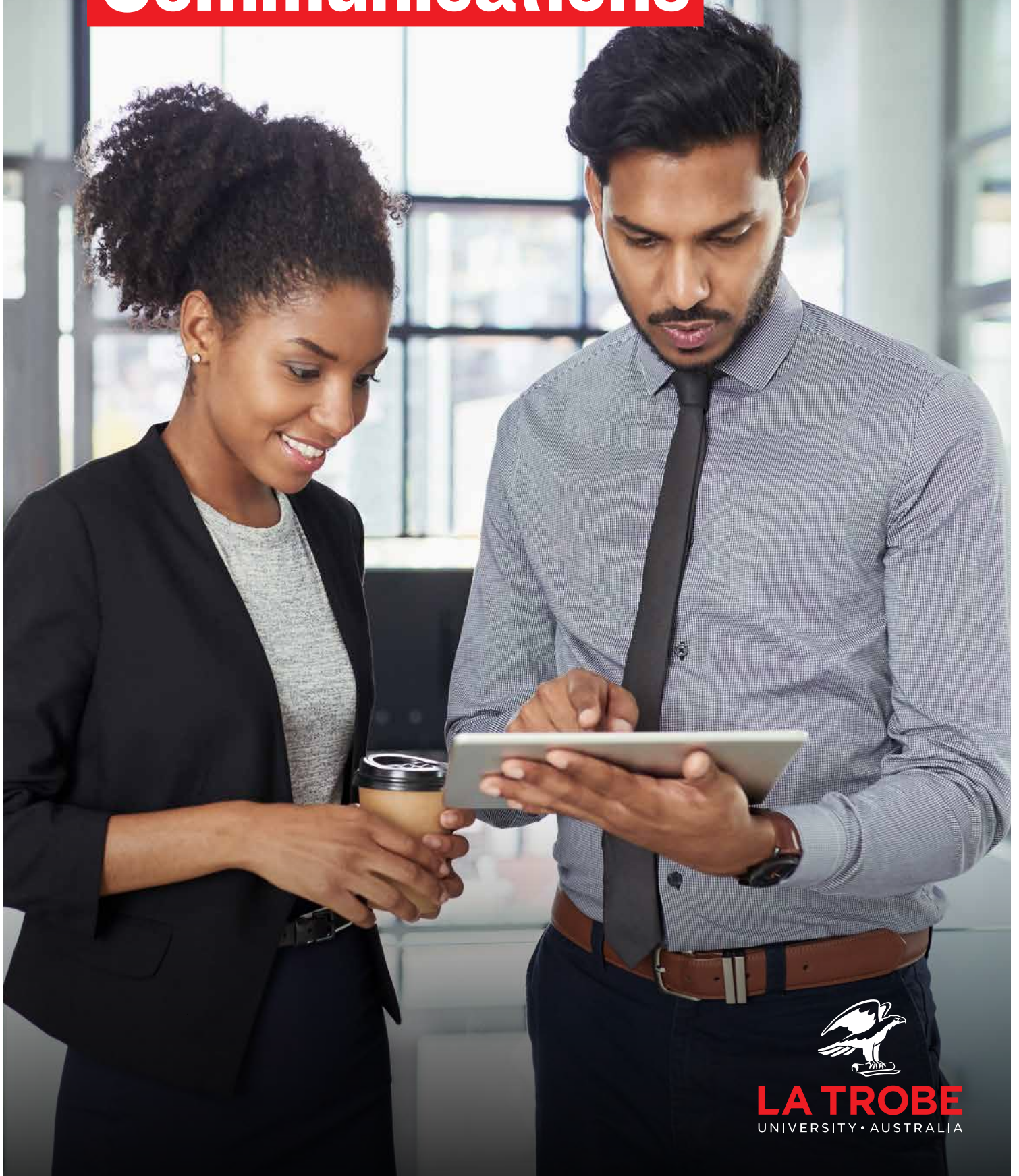


Master of Digital Marketing Communications

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LA TROBE
UNIVERSITY • AUSTRALIA

Master of Digital Marketing Communications



The digital age has disrupted the marketing framework. The disciplines of marketing and communications are converging and professionals need to upskill to keep pace with widespread industry change. The Master of Digital Marketing Communications will set you up for a rewarding career in this rapidly growing field.

Why study Digital Marketing Communications

- Advance your career in a high growth sector
- Diversify your options for specialisation
- Equip yourself for leadership roles
- Become a knowledgeable and well-rounded practitioner

LA TROBE IS IN THE
TOP 1.2%
OF UNIVERSITIES
WORLDWIDE¹

1. Times Higher Education World University Rankings 2019
2. 2018 undergraduate cohort. Graduate Outcomes Survey (GOS) 2018

What will I learn?

The Master of Digital Marketing Communications is co-taught by the La Trobe Business School and the School of Humanities and Social Sciences. In this course you'll develop:

- Knowledge of the digital landscape, data, content and the customer experience, and experience working on real-world scenarios.
- Technical skills across a range of specialisations, including: digital marketing, customer experience design, social media strategy, advertising, CRM analysis, market research and product management.
- Transferrable skills, such as communications, ethical decision-making, digital adaptability, cultural awareness and business acumen.

Course details

Location
City Campus

CRICOS code
099313J

IELTS
Academic score of 6.5, with no individual band less than 6.0

Annual tuition fee
(A\$)37 400

Duration
2 years full-time

87.8%
OF LA TROBE GRADUATES
SECURE WORK WITHIN
FOUR MONTHS²

Scholarships

Students who show academic or professional excellence may be eligible for scholarships, including the La Trobe College Excellence Scholarship which can help you receive up to a 25% reduction on your course fees. and receive up to a 25% reduction on your course fees. Visit: latrobe.edu.au/scholarships/other-scholarship-opportunities/courses

Career outcomes

Graduate with the skills to perform as a leader in Digital Marketing Communications. Potential roles include:

Chief digital officer
Communications specialist
Content writer
Corporate Communications
Digital marketing manager
Director of digital marketing
Marketing director
Marketing specialist
Product manager
Public Relations
Social media marketing manager

For further enquiries

For more information about entry requirements, scholarships and how to apply, visit:

latrobe.edu.au/courses/master-of-digital-marketing-communications

The Master of Digital Marketing Communications is accredited by the Australian Marketing Institute (AMI)



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