

Diploma of

Business (Digital Transformation) 

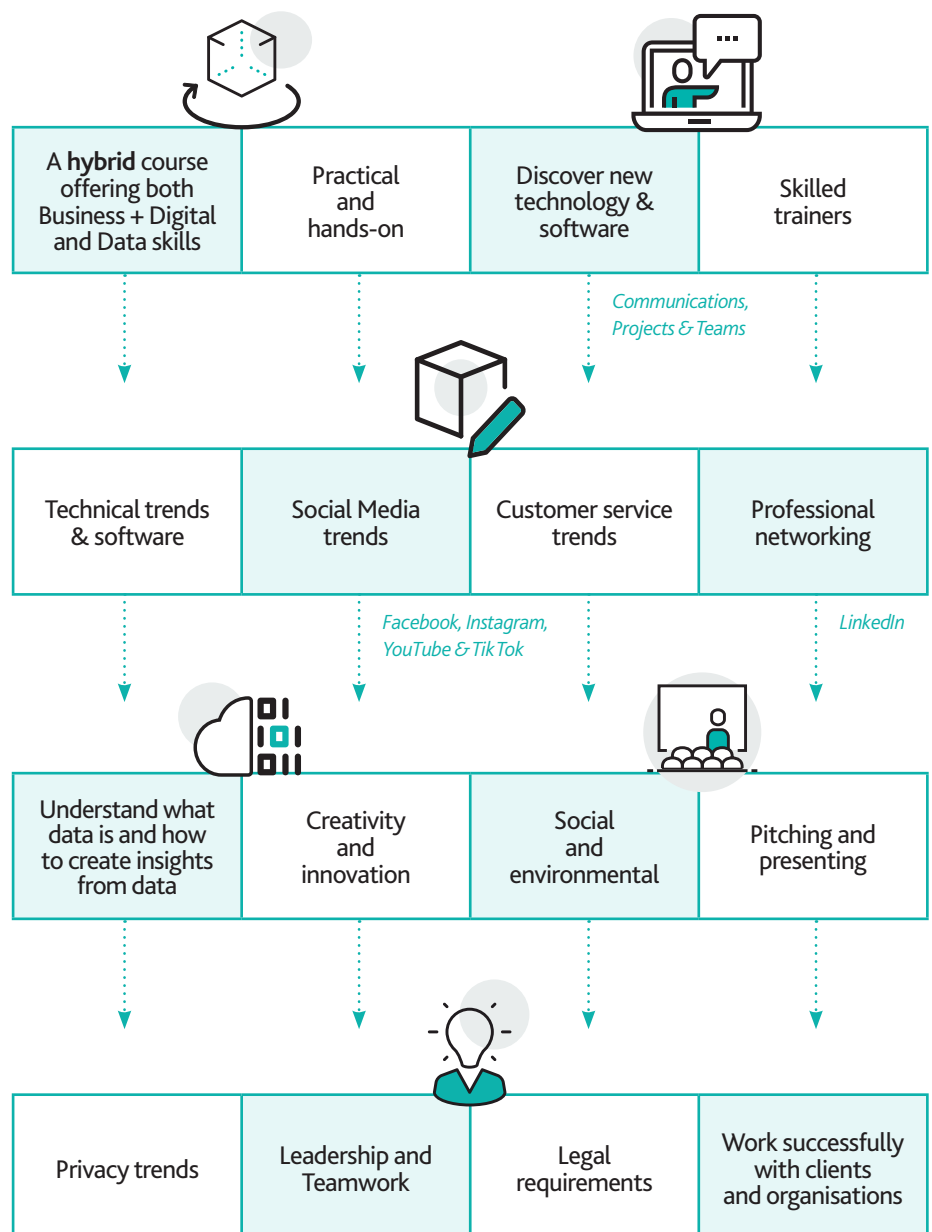
MASTER THE WORLD OF DIGITAL & DATA

1. Become an in-demand professional, earning more than your peers in an industry where jobs outnumber the supply of qualified Digital Marketers & Data specialists.
2. Embrace the flexibility of the 'laptop lifestyle' with the option of working remotely as a Digital Marketing or Data Analyst.
3. Study the entire Digital & Data mix to open up a wealth of different career paths to choose from, with roles including:
 - Digital Marketing Manager
 - Social Media Manager
 - Digital Advertising Manager
 - Digital Content Manager
 - Digital Strategist
 - Data Analyst

On successful completion of this course you will be awarded the BSB50120 **Diploma of Business (Digital Transformation)**.



WHAT IS OFFERED IN THIS COURSE?



Diploma of

Business (Digital Transformation) 

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CRICOS CODE 02672K | RTO 91153



NEW COURSE CONTENT & SAMPLE TIMETABLE:

TERM 1	Develop an Internal Sustainability Program BSBSUS511 Develop workplace policies and procedures for sustainability (Core)	
	Create a Social Responsibility Focus BSBSUS601 Lead corporate social responsibility	
TERM 2	Build a Workplace Communication Plan BSBXCM501 Lead communication in the workplace (Core)	
	Develop and Create Workplace Communications BSBCRT412 Articulate, present and debate ideas	
TERM 3	Host Great Digital Meetings BSBTWK503 Manage meetings	
	How Digital Marketing Affects Your Audience BSBCRT511 Develop critical thinking in others (Core)	
TERM 4	Manage Your Digital Resources BSBOPS501 Manage business resources (Core)	
	Control Your Digital Budget BSBFIN501 Manage budgets and financial plans (Core)	
TERM 5	Maximise the Effect of Your Digital Strategy & SEO BSBDAT501 Analyse data	
	Martech and Automation - CRM and CMS BSBINS502 Coordinate data management	
TERM 6	Develop Digital Solutions to Work Processes BSBTEC403 Apply digital solutions to work processes	
	Navigate the Digital World Safely BSBXCS402 Promote workplace cyber security awareness and practices	