

Bachelor of Business (Digital Marketing)

AAPoly's Bachelor degree in
Digital Marketing with a business focus

Course Name

Bachelor of Business (Digital Marketing)
(This qualification is recognised in the Australian Qualifications Framework)

CRICOS Code

111272H

CRICOS Provider Number

02439G

Study Location

Melbourne
Level 7, 628 Bourke Street
Melbourne VIC 3000 Australia

Sydney Goulburn St Campus
Level 2, 4-10 Goulburn Street
Sydney NSW 2000 Australia

Contact Hours (per week)

Full-time: 16 hours
Part-time: 12 hours

Duration

3 years (6 semesters)

Study Requirements

24 Subjects:
8 Business Core
8 Digital Marketing Major
8 Elective Subjects

Tuition Fees *

(Domestic & International):
Course Fees
AUD \$60,000 (3 year program)

Materials Fee

AUD \$100 per semester (6 semesters)

Administration Fee

AUD \$200
Building Swipe Card
(Refundable) AUD \$100

* Subject to fee change annually

Intake Dates

2024: 22 Jul, 18 Nov
2025: 24 Mar, 21 Jul, 17 Nov
2026: 23 Mar, 20 Jul, 16 Nov

The Bachelor of Business (Digital Marketing) will equip students with the skills and techniques required to develop, implement and manage campaigns. Students will learn to manage multidisciplinary, data-driven digital marketing solutions, and develop meaningful approaches to continually evolving trends to measure and optimise traffic. The course will also prepare students to undertake relevant industry certifications, such as the Google Fundamentals of Digital Marketing certification.

Students will acquire high level career and work-ready skills in business economics, consumer behaviour, digital business communication, problem solving, negotiation, team building, organisational analysis and coherent strategic thinking in current and emerging Digital Marketing practices within an enterprise. Our experienced teaching staff will ensure readiness for different career roles in large, medium and small organisations, both in the private and government sectors.

Globally, there is an urgent need to change the way that Digital Marketing is operationalised, and the starting point for this is specialised Digital Marketing education, which provides firm grounding in marketing theory and strategy, but also encompasses practical training in Search Engine Optimisation (SEO), social media, digital advertising, email campaigns, and building customer journeys. The degree is delivered in a broader social context of globalisation, business sustainability, social responsibility, and ethical behaviour.

Subjects

Business Core (C), Digital Marketing Major (M), Elective (E)
The Business Core and Digital Marketing Major subjects are compulsory.

First Year	
Code	Name
MGK1202	Principles of Digital and Social Media Marketing (M)
ICT1101	Technology and Innovation (C)
MGK1201	Marketing: Defined, Planned and Delivered (C)
MGM1201	Introduction to Management (C)
MGE1201	Economics for Business (E)
MGH1201	Foundations of Human Resource Management (E)
AFA1201	Accounting for Managers (E)
CYB1101	Introduction to Cybercrime (E)
MGL1201	Business Law (E)
Note: Students must undertake 4 out of 5 electives	
Second Year	
Code	Name
MGC2201	Communication for Business Professionals (C)
MGK2202	Entrepreneurship and Innovation (M) ³
MGK2203	Consumer Behaviour (M) ⁴
MGK2204	Digital Marketing Channels and Advertising (M) ⁵
MGM2204	Contemporary Issues in the Global Business Environment (E) ³
MGH2202	Negotiation in the Business Environment (E) ^{3&10}
MGH2203	Organising People at Work (E) ¹⁰
MGM2202	Principles of Responsible Management (E) ³
MGM2203	Project Management (E) ^{1&3}
AFA2202	Integrated Business Finance (E) ⁹
CYB2101	Cyber Security Principles (E) ¹
CYB2102	Cyber Law, Privacy and Ethics (E) ²
CYB2103	Cyber Risk Management (E) ³
Note: Students must undertake 4 out of 9 electives	
Third Year	
Code	Name
MGK3201	Big Data and Marketing Analytics (M) ⁶
MGK3202	Digital Futures (M) ⁷
MGK3204	Public Relations (M) ⁹
MGK3205	Digital Marketing and New Media (M) ⁹
BBU3101	Professional Development for Emerging Leaders (C) ¹¹
BU3102	Applied Business Challenge A (C) ¹¹
BBU3103	Applied Business Challenge B (C) ¹¹
BBU3104	Business Analytics (C) ¹

Subject with ^(number/s) indicates subject has prerequisite(s)

¹ICT1101 Technology and Innovation

²MGL1201 Business Law

³MGM1201 Introduction to Management

⁴MGK1201 Marketing: Defined, Planned and Delivered

⁵MGK1202 Principles of Digital and Social Media Marketing

⁶MGK2203 Consumer Behaviour

⁷MGK2202 Entrepreneurship and Innovation

⁸MGK2204 Digital Marketing Channels and Advertising

⁹AFA1201 Accounting for Managers

¹⁰MGH1201 Foundations of Human Resource Management

¹¹Minimum 240 credit points

Student Support

Friendly student services are always available to enrolled students at AAPoly, including welfare and academic counselling and online learning resources.

Credit Transfer or Recognition of Prior Learning

Prospective students who have completed post-secondary studies either in Australia or overseas are eligible to apply for credit transfer or recognition of prior learning. For more details, please refer to AAPoly's Academic Credit Transfer and Recognition of Prior Learning procedure available at AAPoly's website: www.aapoly.edu.au. All credit applications must be submitted prior to enrolment. If credits are granted, the course duration will be adjusted accordingly.

Assessment

A range of assessment tasks will be undertaken which may include written reports, essays, assignments, case studies, tests, group projects, oral presentations and formal examinations. The various Subject Study Guides provide specific information regarding assessments.

Important Information

The commencement of any course is always subject to class sizes and lecturer availability. While the information provided in this publication is correct at the time of printing, AAPoly reserves the right to alter any course, procedure or fee.

Students are advised to check for any amendments prior to enrolment.

Course Enquiries

Course enquiries and application forms should be directed to:

Melbourne

Level 7, 628 Bourke Street
Melbourne VIC 3000 Australia
Email: applications@aapoly.edu.au

Sydney

Level 2, 4-10 Goulburn Street
Sydney NSW 2000 Australia
Email: applications@aapoly.edu.au

Career Opportunities

- Digital Marketing Manager
- Digital Campaign Specialist
- Digital Marketing Specialist
- Digital Content Manager
- Social Media and Marketing Analyst
- Search Marketing Manager
- Digital Content Creator
- Digital Content Producer



Entry Requirements

Be at least 18 years of age

International Students

- English level at TOEFL iBT60 or IELTS 6.0 (Academic) with no individual band less than IELTS 5.5 or Pearson Test of English (PTE) overall score 51, no section score less than 46.
- Completion of Australian Year 12 (or equivalent)

Domestic Students

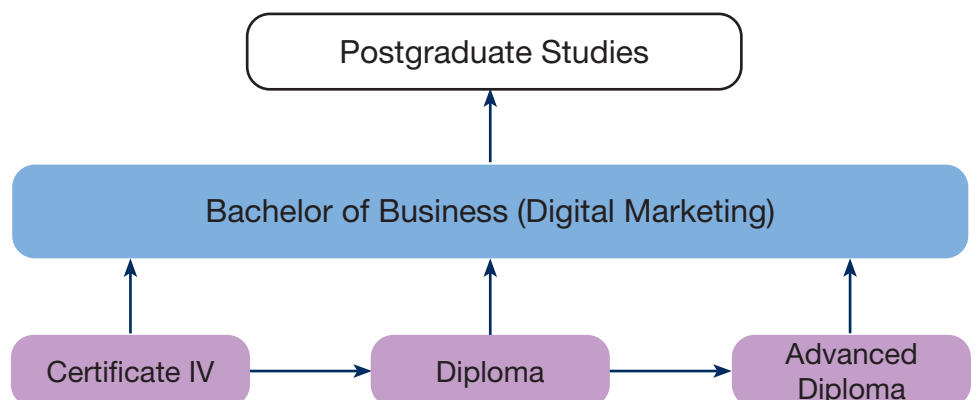
- Completion of Australian Year 12 (or equivalent)

For admission information, please refer to

<https://aapoly.edu.au/study-at-aapoly/admission-enrolment-orientation/>

Pathways

AAPoly is a dual-sector provider. Graduates of AAPoly's Certificate IV in Marketing and Communication (BSB40820), Diploma of Marketing and Communication (BSB50620) and Advanced Diploma of Marketing and Communication (BSB60520) qualify for direct entry. These courses provide practical training in Digital Communication, Consumer Behaviour, Social Media, Market Research, Marketing Audit and Digital Strategy. They provide an excellent foundation for studies for the Bachelor of Business (Digital Marketing). While there will be no credits granted for completion of the Certificate IV in Marketing and Communication (BSB40820), students will receive 8 credits for completion of the Diploma of Marketing and Communication (BSB50620) or 12 credits for completion of the Advanced Diploma of Marketing and Communication (BSB60520).



www.aapoly.edu.au