Graduate Certificate in Digital Communication Strategy

→ Develop the digital communication strategy, story, content development and audience engagement skills to transform your career. Learn how to create and measure creative and compelling digital campaigns.

INDUSTRY PARTNERS:

VICE   ◉ vudoo

Who this course is for

Our Graduate Certificate in Digital Communication Strategy has been designed for communications professionals, likely from non-digital backgrounds looking to expand their skillset and move into strategic roles. For experienced creative specialists, this program is suited for those looking to diversify and move into a broader communication role in their digitally maturing agency or another organisation.

As an ideal student for this program, you'll likely come from one of the following roles:

- Media coordinators
- Communications coordinators
- Internal communications
- Marketing coordinators
- Account managers
- Creative producers
- Advertising creatives
- Videographers
- Brand and product managers

DURATION:
Accelerated duration of 9 months.
Expect 10–12 hours study per week, per course, with each term comprising of 10 weeks.

PRICE:
$3,120 per course,
$12,480 in total.*

* Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load.

Fees typically increase each year and may change without notice. Total fees are estimates and should only be used as a guide.

PREREQUISITES / LEVEL OF STUDY:
– Successfully completed an Australian Bachelor degree (or equivalent overseas qualification) or
– At least three years' professional experience in strategic planning, communication, media, advertising, marketing or other related positions.

To have your professional experience considered you must include in your application a CV and personal statement that details your experience.

ENROLMENT:
Scheduled intakes are in January, April, July, and October.

Why study Digital Communication Strategy?

Digital communication strategy is concerned with the choices that individuals and organisations make, using digital platforms and technologies, to meet their communication goals. The process involves effectively communicating concepts, campaigns, and messages to deeply understand stakeholders, audiences, and consumers.

Working through activities, social and project-based experiences, develop the job-ready skills to start an exciting career in digital communication strategy. Advance your knowledge with best practice insights from our leading industry facilitators who will provide feedback on your work and support you throughout your study.

What you'll learn:

- Synthesise and apply media and cultural theories and industry trends to address contemporary issues in digital communication
- Apply innovative and creative approaches to formulate digital communication strategies across diverse digital platforms in both local and global contexts
- Analyse and evaluate techniques, tools, metrics and emerging analytical technologies in the context of legal frameworks
- Analyse the needs of diverse stakeholders and develop ethically, culturally and socially appropriate digital content and storytelling solutions
- Develop and respond to a communication brief and pitch content development concepts

Approximately 250,000 people are employed within communication roles in Australia, with **20,000 new roles predicted by 2023.**

(DEPARTMENT OF JOBS AND SMALL BUSINESS, 2019)

98% of communication and content roles roles advertised between October 2018 and October 2019 required digital communication skills.

(BURNING GLASS TECHNOLOGIES AUSTRALIA, OCTOBER 2018 - 2019 AGGREGATED JOB POSTINGS)

The top 5 skills required for communications and content professionals are social media, teamwork and collaboration, content development and management, stakeholder engagement and journalism

(BURNING GLASS TECHNOLOGIES AUSTRALIA, 2019)
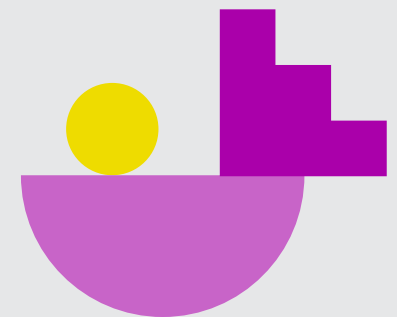
Why study with RMIT Online?

Flexible online learning

The freedom of learning online means you can study, whenever and wherever you want.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and create a project for a real world business scenario, allowing you to see the immediate impact of your learning within your organisation.

Full-time support

Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

Industry connected

We combine the forces of a leading technology university with high profile industry partners to ensure you're job ready, learning practical skills that align with industry best practice.

Propel your career

Online postgraduate programs receive the same qualification as on-campus – without putting your life on hold.

Future-focused

With up to the minute content, RMIT Online courses are shaped by future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.

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English language requirements

You must meet the University's minimum English language requirements to be eligible for a place in this program.

If you are a local student, refer to the English requirements for postgraduate coursework programs.

If you are an international student, refer to the English requirements and equivalency information. The program requires a minimum overall score of 6.5 with no band less than 6.0 in IELTS (Academic).

Entrance requirements

Successfully completed an Australian Bachelor degree (or equivalent overseas qualification) or at least three years' professional experience in strategic planning, communication, media, advertising, marketing or other related positions.

To have your professional experience considered you must include in your application a CV and personal statement that details your experience.

Australian student visas

RMIT Online's Graduate Certificate in Digital Communication Strategy does not meet Australian student visa requirements.

For an Australian student visa, you must have an on-campus place in a program of study. For more details on RMIT's on-campus programs visit rmit.edu.au

Credit pathways

At RMIT Online, we're committed to supporting your lifelong learning journey. Our flexible learning pathways can be tailored to align with your individual educational goals. Some of our short courses, when taken in certain combinations, are eligible for credit in the Graduate Certificate in Digital Communication Strategy.

For a full list of the short course elective bundles and eligibility, please refer here. To be eligible for a credit transfer, you will also need to meet this program's entry requirements. The course must be a current credential or completed within the last 10 years. Individual short courses are not recognised under the Australian Qualifications Framework (AQF).

Upon successful completion of the Graduate Certificate in Digital Communication Strategy (GC179) you may be eligible to continue your studies in the following programs:

- Master of Communication (MC248)
- Master of Media (MC188)
- Master of Advertising (MC249)
- Master of Writing and Publishing (MC262)
- RMIT Online's Master of Business Administration (MBA) (MC199) with 48 credit points (4 courses) worth of credit.

Program overview

Our Graduate Certificate in Digital Communication Strategy equips you with the strategic, creative, critical thinking, and project management skills to transform your career. Learn how to collaborate and craft compelling stories and amplify them across channels such as social media video, podcasts and more.

Program courses

01   Strategy and Storytelling in Digital Communication

02   Audience Engagement, Ethics, and Analytics

03   Developing and Managing Digital Content

04   Elective bundle (see page 10)

Skills gained

- Communication strategy and story development
- Creativity and critical thinking
- Ethical and expert use of data in audience engagement
- Content strategy across all digital channels
- Briefing, pitching and managing digital campaigns
- Digital marketing or AI and Customer Experience Design

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Strategy and Storytelling in Digital Communication

Course overview

In this course you will develop ethical communication strategies to develop compelling content. You will develop the critical practice of finding, developing and telling stories in our changing digital and media landscape. You will also critique and create communication strategy and apply this to digital platforms and channels. You will also explain key concepts such as ethics, digital platforms and media landscape.

Learning outcomes

• Critique and create omni-channel communications strategies on a range of platforms including digital platforms, appreciating governing regulations

• Create stories in response to a brief, using key concepts of effective storytelling, using creativity, critical thinking and ethical practice

• Develop visual, process and interactive representations of stories for different digital platforms

• Compare the effectiveness of digital stories based on their goals, the reactions of the public and other relevant factors

Assessment examples

• Strategy discovery: needs analysis report

• Communication strategy report

• Write a story: presenting a communication strategy

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Audience Engagement, Ethics and Analytics

Course overview

In this course you will develop ethical approaches to listen, engage, gather and interpret feedback, and anticipate your audience's needs. You will evaluate online audience listening tools and create accurate target audience profiles. You will apply tools to set and measure campaign metrics and do campaign testing and optimisation, using human improved AI and Machine Learning Tools where available to improve campaign effectiveness. Finally, you will visualise data insights about audiences and campaigns and present these findings to decision makers.

Learning outcomes

- Create ethical and accurate target audience profiles using multiple data sources and techniques

- Use qualitative and quantitative data and metrics to measure audience engagement

- Interpret, visualise, and recommend decisions informing the measurement of campaign effectiveness

Assessment examples

- Audience profiles with data source rationale

- Audience analysis tool: recommendations report

- Content effectiveness report and video presentation
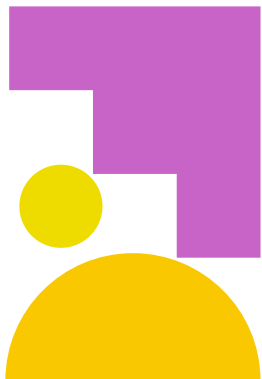
Developing and Managing Engaging Digital Content

Course overview

In this course you will create different forms of digital content and explore how to manage content projects. You will apply knowledge of communication strategy to create content that brings stories to life across digital platforms including video, social media, games and more. The purpose of creating content is to develop knowledge about the process of creating different forms of digital content so that you can manage production specialists and projects to a high standard.

Learning outcomes

- Apply knowledge of the uses of digital content formats and platforms to select the right formats and platforms for a communication brief
- Apply your understanding of effective processes of developing a range of digital content formats by creating low fidelity digital content
- Review and evaluate the appropriateness of a content strategy and resources
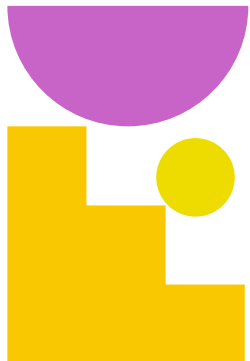
Assessment examples

- Platform plan
- Digital content artefact and rationale
- Project pitch and report
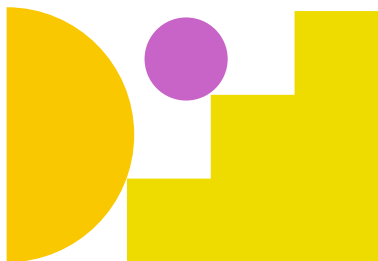
For this course, choose **one** from the following two elective bundles

BUNDLE 1

Digital Marketing Strategy + Implementing Digital Marketing Campaigns

This course is a learning experience that includes two of RMIT Online's Future Skills short courses. It focuses on two important capability areas for digital communication professional – Digital Marketing Strategy and Implementing Digital Marketing Campaigns.The digital marketing strategy component of the course focuses on enabling students to research, design and develop effective digital marketing strategies. You will develop several modern and practical methods of marketing using key digital tactics and techniques, identify customer business behaviour and segmentation, and develop Search Engine Optimisation (SEO) and Search Engine Management (SEM) strategies and social media campaigns. The implementation of digital marketing campaigns component of this course enables students to take strategy capability and devise clever marketing tactics on various digital marketing channels, including but not limited to Google Ads, Facebook Ads, Google Analytics, email tools and website optimisation with industry case studies embedded in the learning experience throughout.

BUNDLE 1 LEARNING OUTCOMES:

- Create a multi-channel marketing strategy, supported by audience, product, context and market analysis

- Create an audience development plan by identifying the key marketing platforms, success metrics and optimisation actions

- Design, implement and deliver digital marketing campaigns that leverage the appropriate channels and tactics to effectively deploy your digital marketing strategy

- Report, analyse and interpret the effectiveness of a digital marketing campaigns though successful integration of an analytics platform

BUNDLE 1 ASSESSMENTS:

- Create a digital marketing strategy portfolio

- Produce and finalise a digital marketing campaigns portfolio

BUNDLE 2

Developing AI Strategy + Customer Experience Strategy and Design

The AI strategy component of the course focuses on foundation AI concepts, ethics and applications including AI fundamentals, AI tools from Amazon Web Services, natural language processing and robotics, machine learning and neural networks. Next, the Customer Experience Strategy and Design course will equip you with the capability to develop innovative, memorable and delightful customer experiences. Learn how to develop CX strategy including the creation of personas, conducting customer interviews, and mapping customer journeys.

BUNDLE 2 LEARNING OUTCOMES:

- Analyse the successes of a real-world use case of AI/ML relevant to a business problem or industry

- Select relevant success metrics for AI/Machine Learning outputs

- Present and defend AI and Machine Learning strategies in a professional manner to business stakeholders

- Synthesise and assess the customer experience from new and existing data

- Critically analyse customer experience metrics and make recommendations for their use

- Create and communicate a customer experience strategy including a journey map to achieve business goals

BUNDLE 2 ASSESSMENTS:

- Finalise an artificial intelligence in marketing portfolio

- Establish a customer experience strategy portfolio

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Who's supporting you

RMIT Online works with leading experts at the forefront of their fields, multiplying the force of industry with a world-leading university.
By studying with RMIT Online, you can be sure you will be levelling up your skills and qualifications through work-connected, relevant learning.

Vice is a multinational publishing and communications company that produces content across five lines of business: Vice.com, Vice Business, Vice Studios, VICELAND, and VIRTUE.

Vudoo is a computer software company that specialises in interactive video content that helps connect businesses with their target audiences and generate useable feedback.

Jeff Naqvi,
Program Manager, RMIT

Jeff is the Industry Fellow for the Bachelor of Communication (Public Relations) at RMIT. He has over 20 years of experience in executive communication and marketing in multiple sectors, with a passion for work-integrated learning, gamifying education to engage students, and designing equitable assessments for diverse student cohorts.

Student success team,
RMIT Online

Our student success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

Why study online

Being 100% online, get 24/7 on demand access to the course content, ensuring you don't have to reduce your work or compromise your lifestyle.

Become industry connected as you learn from renowned academics with extensive industry experience. Our courses are designed with industry partners to ensure what you learn is up to date and aligns with best practice.
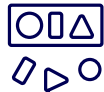
Get hands on through structured activities and build out your project portfolio to demonstrate your knowledge and practical skills.

Get personalised support that keeps you motivated on the road to success. Your support team includes the Student Success advisors who'll give you one-on-one assistance, an Online Facilitator, and a Course Coordinator.

Graduate with a globally recognised degree.

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How to get started

Enrolment in our graduate certificate is easy.
Get in touch with one of our Student Enrolment
Advisors today and we can get the wheels moving.

STEP 1 **Chat to a Student Enrolment Advisor**

Our Student Enrolment Advisor have all the information you will need to choose the best course for you. They can even coach you through the enrolment process over the phone.

You can call our Student Enrolment Advisor during business hours on 1300 145 032. They'll be able to help with any questions regarding the application process, RMIT course fees, and how online study works.

STEP 2 **Send us your documents**

All you have to do is fill out and submit the relevant course application forms.
Your RMIT Course Consultant can guide you through this process. It doesn't take more than a few minutes.

STEP 3 **Wait to hear from us!**

If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit online.rmit.edu.au.

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