macleay college

Unit & Elective Descriptors

Diploma of Digital & Social Media Marketing

Core units – year one

Introduction to Digital and Social Media Marketing

This unit introduces students to the foundational principles of digital and social media marketing. Students are required to reflect on their own digital and social media use and translate these into measurable marketing activities.

Foundations of Marketing

Learn about how marketing works as a strategic way for organisations to achieve their business goals. Develop your understanding of the tools and techniques marketers use to communicate, promote and sell to customers. Learn to value the positive role that marketing plays in our modern, free-enterprise society.

Digital Design

Become digitally literate and ready for industry by learning the Adobe Creative Suite software, including Photoshop, Illustrator and InDesign. You will also launch your own online portfolio as a WordPress blog to help get your foot in the door of your first job. Develop digital artwork and presentations for online, print advertising and promotions.

Creative Process

Unpack the creative process from briefing to developing innovative ideas using the 'unique selling proposition' and then implementing them for print and digital ads, magazines, posters and outdoor. Gain vital insights into the strategic and creative processes practiced in the advertising and marketing industries. Delve into the visual language of advertising and discover semiotics and symbolism.

Written Communications

Gain practical experience with the types of writing you'll need for a successful career in digital media by learning to write for an audience. Develop writing across a wide range of styles from academic, editorial, copywriting, writing for websites and social media, to writing for business presentations and more.

Social Media Strategy

Discover how to create, implement and measure creative communications campaigns for social media. Learn how social media strategy relates to brand strategy and learn about the power of brand influencers and why content goes viral. Also discover the tools to help you measure your output.

Digital Marketing Strategy

Explore how the Internet, online transacting and digital marketing has revolutionised the global economy. Discover how marketers can use user research, data and analytics to optimise the reach, impact and return on investment when creating, communicating and delivering customer value through digital marketing campaigns.

macleay college

Electives – year one

Advanced Digital Design

Build upon the Digital Design unit with advanced training in Adobe Creative Suite. Develop high-level skills in graphic design, art direction and presentation. You'll learn how to use colour, illustration, typography and layout to create visuals and production-ready artwork for multi-disciplined (print and online) advertising campaigns.

Coding Fundamentals

Learn about what coding is, what it is used for, various coding languages and how experience with coding is essential in web development, dashboards, Apps and digital platforms and tools. Learn which coding language is best suited to which business and technological issue and develop hands-on skills in programming in one or more industry standing coding languages.

Consumer Behaviour

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

Digital Photography

This subject introduces you to digital photography as it is used in the advertising and digital media industries. The subject investigates advertising and editorial photography with appropriate equipment, such as DSLR cameras. The photographic image today has become a vehicle for trans-media narrative. You'll be introduced to digital visual production chains and develop an understanding of the core concepts used in photography. You'll learn how to work with audio, light, time and motion and explore how these media interact. The subject includes technical skills based around camera operation, exposure, lighting and shooting, as well as developing conceptual and stylistic skills, photo shoot planning and budgeting.