



**COURSE**

# **GROWTH MARKETING PROFESSIONAL**

# GROWTH MARKETING PROFESSIONAL

## COURSE DURATION

12 weeks

## COURSE START

25th September 2023

## START DATES

Apply today start Learning

## COURSE TYPE

100% online learning

## UNITS

**Certified Digital Marketing  
Professional**

## COURSE OVERVIEW

The Department of Jobs, Precincts and Regions (DJPR) is focused on growing Victoria's economy and ensuring it benefits all Victorians by creating more jobs for more people, building thriving places and regions and nurturing inclusive communities.

The Growth Marketing Professional course covers all the fundamentals including quantitative and analytical skills, technical skills, qualitative research, copywriting, storytelling, channel acquisition and program management to make you a master of growth. You'll also learn about customer success, front end development and marketing automation to help you become a complete growth hacker.

Become proficient in digital marketing strategy, social media, Google paid search (PPC), email marketing, Google Analytics, content marketing, search engine optimisation (SEO), and display and video advertising.

Lumify Group is the **largest provider of vendor ICT training in Australia** and trains over 16,000 students each year.

Lumify Group launched **Lumify Learn** to provide those looking to enter the ICT industry with the most contemporary and future-focused skills to succeed in the industry.

We are proudly partnering with the **Victorian Government on their Digital Jobs** program to build the state's digital workforce by upskilling mid-career Victorians like you, transitioning into digital careers.

# GROWTH MARKETING PROFESSIONAL

## COURSE DURATION

12 weeks

## COURSE START

25th September 2023

## START DATES

Apply today start Learning

## COURSE TYPE

100% online learning

## UNITS

Certified Digital Marketing  
Professional

## THE BENEFITS OF COMPLETING LUMIFY LEARN'S GROWTH MARKETING PROFESSIONAL COURSE

Become proficient in digital marketing strategy, social media, Google paid search (PPC), email marketing, Google Analytics, content marketing, search engine optimisation (SEO), and display and video advertising.

- Connect with our carefully selected group of experts in the field, whose role is to mentor you through your course.
- Launch your career with a globally recognised certification, highly respected by employers.
- We developed a learning plan to help you succeed in this program and you can access the learning platform for up to 12 months.
- Access a variety of tailored learning experiences, such as video content, quizzes, live labs, expert led webinars and more.

# GROWTH MARKETING PROFESSIONAL

## COURSE DURATION

12 weeks

## COURSE START

25th September 2023

## START DATES

Apply today start Learning

## COURSE TYPE

100% online learning

## UNITS

Certified Digital Marketing  
Professional

## COURSE STRUCTURE

### CERTIFIED DIGITAL MARKETING PROFESSIONAL

This program is a foundation course designed to provide students with an overview of the variety of digital marketing channels and equip you with skills to effectively use those channels in building and implementing a cohesive digital marketing strategy.

Introduction to Digital Marketing, Connecting with Customer through Inbound and Outbound Marketing, Digital and Cultural Research

- Content Marketing Concepts and Digital Marketing Strategy
- Explore key social platforms for Digital Marketing, Develop Data-Driven Audience and Campaign Insights
- Email Marketing Fundamentals, Learn How to Manage and Segment the Data, Test Headlines, Maximise Rates and ROI
- Marketing Automation and the concepts of Data Management Regulations

### OTHER COURSE INCLUSIONS

- Job ready personal development skills and assessments
- Front-End Development for Website Optimisation, Customer Success Management Fundamentals, Growth Hacking Tools and Project Management Frameworks
- Access to sourced content from Digital Marketing Institute, the global certification standard in Digital Marketing education, including lifetime membership, practical activities, real-world scenario templates, toolkits and much more

### ENROLMENT INFORMATION

The course requires no prerequisites; even if you are brand new to the industry, with the right attitude and appetite to learn, you will be able to join the course. If you are interested in this course, get in touch with your mentor at the Digital Skills and Jobs Program to enroll.

# GROWTH MARKETING PROFESSIONAL

## COURSE DURATION

12 weeks

## COURSE START

25th September 2023

## START DATES

Apply today start Learning

## COURSE TYPE

100% online learning

## UNITS

Certified Digital Marketing  
Professional

- **Tech Requirements**

While there are no prerequisites for the course, you will need to have access to a laptop or desktop computer with a reliable internet connection.

- **Support**

Lumify Learn mentors will be available for 1:1 sessions to support your studies and ask any questions about your career goals and industry.

- **Your Mentor**

Your mentor is an award-winning, experienced IT professional with over 25 years of hands-on experience in the industry.

### What happens next?

- Click [here](#) to download the course brochure for detailed information. If you have any questions about the course, please send us an email at [digitaljobs@lumifylearn.edu.au](mailto:digitaljobs@lumifylearn.edu.au).
- When you are ready to enrol, please contact your Digital Skills and Jobs Program mentor at Hudson to select this course.

### PAYMENT INFORMATION

If you have any questions about the course, please send us an email to [digitaljobs@lumifylearn.edu.au](mailto:digitaljobs@lumifylearn.edu.au) and our course advisor will call to chat.





# We're here for you.

Get in touch with us today to start your journey to a rewarding and fulfilling career in IT.

Our course advisors are more than happy to help you find the best IT course based on your goals and interests. They can also assist you with the enrolment process and answer any questions you may have.

**Speak to a consultant**

1800 936 230

**Email**

[info@lumifylearn.com](mailto:info@lumifylearn.com)

**Find out more**

[lumifylearn.com](http://lumifylearn.com)

