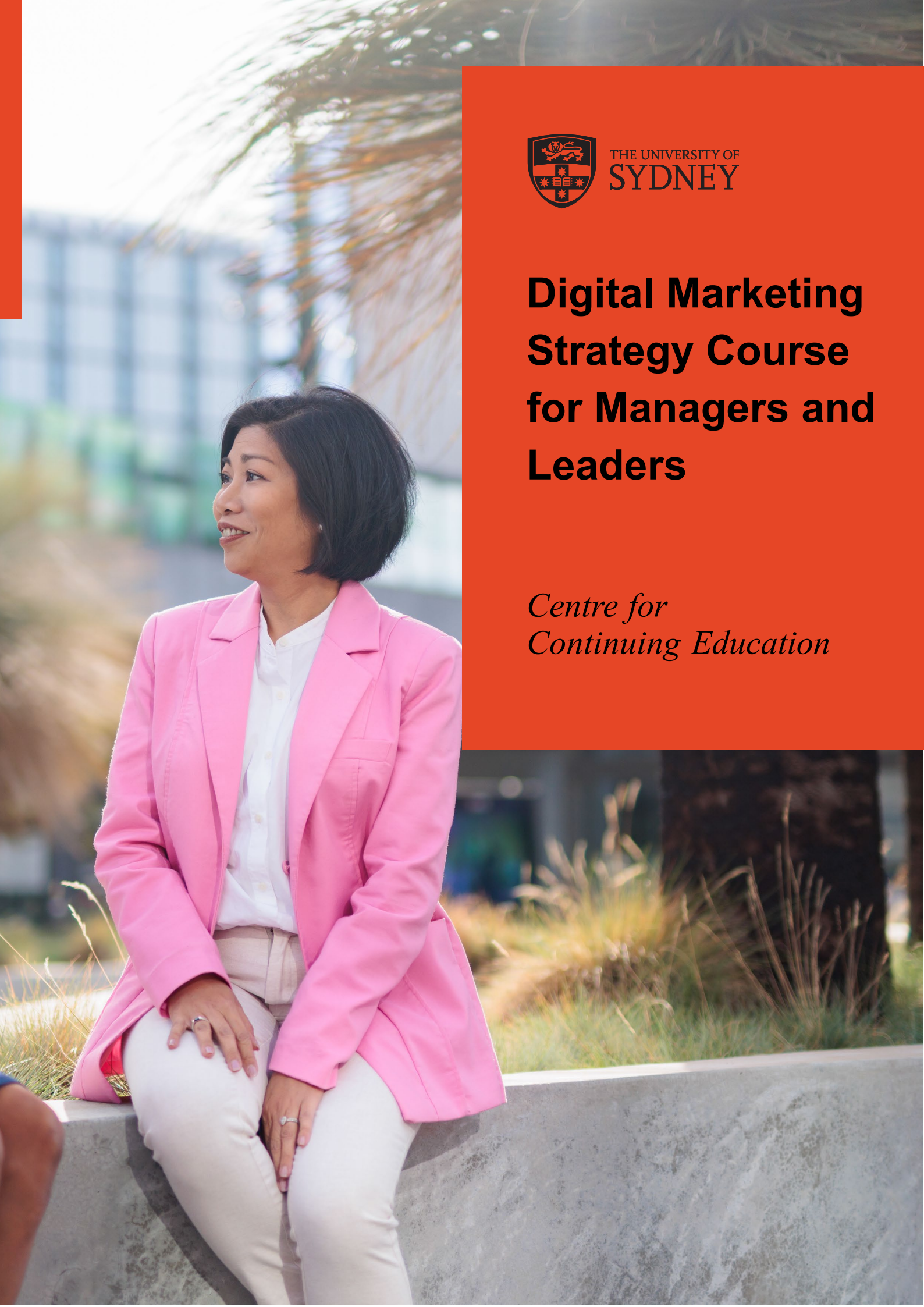




THE UNIVERSITY OF
SYDNEY

Digital Marketing Strategy Course for Managers and Leaders

*Centre for
Continuing Education*



Digital Marketing Strategy Course for Managers and Leaders



In this course, you will learn how to present a clear, robust, and data-driven digital marketing strategy to key stakeholders, with KPIs aligned to business goals.

Digital marketing spend now outpaces traditional channels and is the primary way businesses engage customers. With this shift comes an overwhelming amount of data – every click and impression is trackable. This course shows you how to put that data in context, using it to guide teams, evaluate agencies, and communicate strategy effectively.

Join us to learn how your organisation can cut through the noise and build an effective, profitable digital marketing strategy.

Prerequisites

This course is aimed at participants who are already familiar with the basics of digital marketing.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

This course is suitable for business owners and marketing professionals in medium-to-large organisations, as well as start-up founders with some marketing experience. It is best suited for those managing teams, agencies, or stakeholders who want clarity and confidence in directing strategy.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Aims

This course aims to equip marketing managers, leaders, and business owners with the ability to review and guide digital strategy holistically. You will learn how to confidently audit, analyse, and interpret data across channels and audiences, and then make informed decisions that drive team performance and business outcomes.



Learning outcomes

By the end of this course, you should be able to:

- map a potential customer’s digital journey with your brand
- describe the current digital landscape and identify the right channels to engage your audience
- audit current digital marketing activities and team or agency outputs
- create an omni-channel digital marketing plan with clear channels that will work best for you
- set KPIs that measure impact and align with business objectives
- build a cohesive digital marketing strategy tailored to stakeholder goals
- understand tracking and attribution at a high level to ask the right questions of your teams
- present effective, easy-to-understand reporting to stakeholders.



Content

- The evolving digital landscape and consumer trends
- Defining campaign objectives, budgets, and KPIs
- Using data and auditing tools to refine strategy
- Understanding attribution models
- Tracking interactions and conversions
- Evaluating customer behaviour, value, and customer journey
- Attributes of a successful strategy: purpose, KPIs, “win” channels
- Creating clear reporting
- Engaging stakeholders to secure buy-in



What you need to do before the course

To participate in this course, you will need to have a laptop. If you have **Meta, LinkedIn or Google analytics** accounts set up, please ensure you have your login details ready.

Materials

Course materials are provided electronically.



“The course gave me confidence about the marketing activities that I'm doing right, as well as an understanding about how a few activities can be improved. Overall, I would give the course a 10/10.”

Prachi Srivastava



“The course facilitator is excellent and used real world examples. The conversations and information sharing in the room was great. I am excited about digital marketing strategy and inspired to explore more after doing this course.”

Caroline Jones



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF
SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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