



## Master of Creative Business Management (Digital Marketing)

CRS1401804 | CRICOS: 119392B

Intakes (2026)	May and September
Duration	4 Semesters (2 years) FTE
Total Credit Points	160
Indicative Fees	Dom: \$40,000; Int: \$48,000
Contact us	<p>futurestudents@apac.edu.au 07 3229 6929 <a href="http://www.apac.edu.au">www.apac.edu.au</a></p>

## Unit Synopsis

### CBM401 Introduction to Creativity

**Credit Points:** 10

This foundational unit introduces students to creativities as multidisciplinary concepts, underpinning human capacity and professional practices. Students will explore historical, cultural, cognitive and social perspectives on creativities, and examine the role of creativity in innovation, collaboration, and change-making across diverse contexts. Through reflective practice, creative exercises, and theoretical exploration, students will develop critical definitions of creativity, build creative capacity, and engage with key debates about the value and impact of creativities in contemporary society. In CBM 401, students will learn and apply practical thinking strategies and techniques for creative ideation and develop the skills to effectively communicate and evaluate creative ideas.



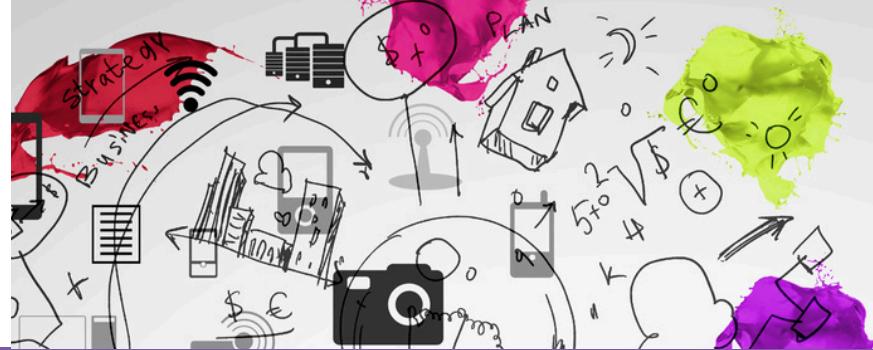
## Course Structure

The Master of Creative Business Management (Digital Marketing) consists of fourteen core units which are undertaken by all students. There are no elective units. The units are designed to develop within each student advanced skills and knowledge in creative ideation, technological fluency, and business acumen. In doing so, this program empowers students to thrive in the dynamic creative economy.

### CBM402 Creative Futures

**Credit Points:** 10

This unit examines the evolving role of creativities in envisioning and shaping sustainable, equitable, inclusive, diverse and inspired futures for human thriving. Through future-thinking exercises, speculative design, and collaborative projects, students will engage with real-world challenges and propose creative responses that support transformative outcomes. The unit emphasises collaboration, interdisciplinary thinking, and the strategic use of creative practice to design better futures.



## Master of Creative Business Management (Digital Marketing)

### CBM403 Creative Technologies

**Credit Points:** 10

This unit introduces students to new and emerging technologies in creative fields. Students will explore the impact of digital tools and platforms on creative processes and outputs, critically engaging with innovations in design, media, communication, and production. Through experimentation and applied learning, students will enhance their digital fluency and explore how to integrate relevant technologies into their creative practice.

### CBM404 Events, Marketing and Entrepreneurship

**Credit Points:** 10

This unit integrates marketing, events and management principles to provide a comprehensive understanding of how to create, promote, and manage successful initiatives within the experience economy. Students will develop practical skills by applying the marketing mix, event planning, audience and customer engagement, and business modelling, including financial fundamentals. Students will demonstrate these skills to plan for the launch of a creative enterprise or events by producing a fully developed business plan or event proposal, including a budget and innovative marketing.

### CBM501 Creative Project Design and Management

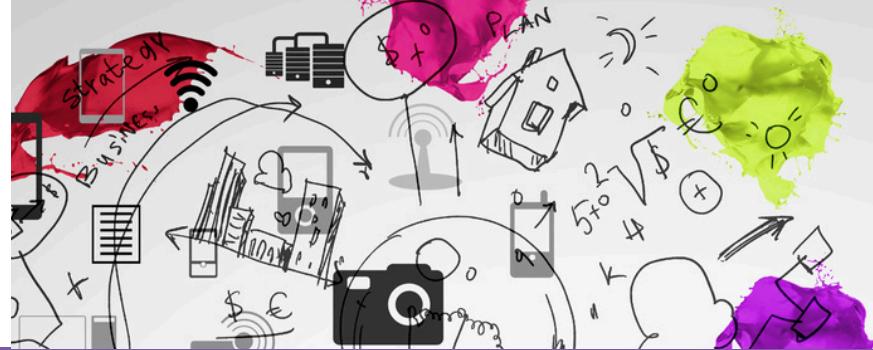
**Credit Points:** 10

With an emphasis on conscious creative action, this advanced unit focuses on the ethical design and management of a creative project across diverse industry and cultural contexts. Building on foundational creative thinking and entrepreneurial skills developed in the Graduate Certificate, students will develop a comprehensive project management plan and produce a prototype or implementation model aligned with professional goals, cultural contexts, industry standards and the principles of ethical creative practice.

### CBM502 Critical Cultural Perspectives

**Credit Points:** 10

This unit examines the theoretical and conceptual frameworks that support creative practice through a range of cultural perspectives. By exploring diverse viewpoints, traditions, and social contexts, students will deepen their understanding of how culture influences creative work. Through critical analysis, self-reflection, and applied theory, students will investigate the role of power, identity, and difference in shaping artistic, design, and communicative practices.



## Master of Creative Business Management (Digital Marketing)

### CBM503 Research and Evaluation

**Credit Points:** 10

This unit introduces students to arts-informed research methodologies and evaluation frameworks applicable to project development within the creative industries. Students will execute research processes that support the development and evaluation of a project, enabling them to critically engage with applied, theoretical and market driven perspectives to investigate problems, measure impact, and generate knowledge relevant to events, cultural initiatives, and creative enterprises. Emphasis is placed on ethical research practice, stakeholder engagement, and the integration of evaluation into project design, delivery, and reporting. Students will develop a proposal for a research or evaluation project aligned with their specialisation or area of interest.

### CBM504 Community Arts and Cultural Events

**Credit Points:** 10

Building on the knowledge gained in CBM404, this unit focuses on the planning, development, and delivery of community arts and cultural events. Students will explore the social, cultural, and economic impacts of arts events while further developing practical skills in community consultation, project design, event programming, and stakeholder engagement. Using case studies and collaborative projects, students will design and implement a community arts or cultural event that fosters engagement and celebrates local culture and/or creativity.

### MDM601 Work Integrated Learning in Digital Marketing I

**Credit Points:** 20

This unit enables students to apply academic and professional digital marketing knowledge in authentic workplace settings through participation, observation, and critical reflection. It strengthens the relationship between theoretical learning and industry practice, supporting students to build the skills and adaptability needed for effective professional transition. By engaging in real-world digital marketing environments, students deepen their discipline-specific capabilities while developing key competencies in professional communication, workplace conduct, reflective practice, and analytical problem-solving. WIL experiences may include workplace placements, industry-partnered projects, community-based activities, or simulated environments, delivered onsite or virtually where appropriate.



## Master of Creative Business Management (Digital Marketing)

### MDM603 Integrated Social Media Marketing for Creatives

**Credit Points:** 10

This unit prepares students to tell meaningful, engaging and impactful stories across social media platforms, and to measure performance to increase brand awareness and achieve key organisational goals. Students will first develop an understanding of the specific functions of different platforms and identify how messages can be adapted and encoded to suit each medium's characteristics and appeal to the target audience. They will learn how to create relevant and effective content marketing strategies to build a compelling brand identity, attract audiences, and foster communities on social media to grow influence. Secondly, the unit enables students to measure and track campaign performance on social media by exploring key digital metrics including brand reach, engagement, click-through rates, conversion rates and other relevant concepts. Students will learn how the analysis of these metrics can be used to guide strategy development and achieve desired marketing outcomes for a creative business/event/ artistic activation.

### MCL604 Creative Leadership

#### Development

**Credit Points:** 10

This unit provides a pathway for students to explore and define their leadership approach within creative industries. By identifying their professional values and vision, students will learn to communicate effectively with collaborators and stakeholders, fostering clear, values-driven leadership strategies. The unit emphasises reflective practice, self-awareness, and applied communication to build authentic and adaptive leadership capabilities in diverse creative contexts.

### MDM611 Work Integrated Learning in Digital Marketing II

**Credit Points:** 20

This unit provides an immersive WIL experience tailored to students' professional goals, allowing them to apply digital marketing knowledge in real workplace contexts through active participation, observation, and reflection. It strengthens the integration of theory and practice, equipping students with industry-ready skills and confirming key competencies such as professional communication, workplace conduct, reflective learning, and analytical processes.

WIL activities may include placements, industry-collaborative projects, community engagement, or simulated marketing environments, delivered onsite or remotely. Students may undertake a provided placement or independently source one in consultation with the WIL Coordinator.



## Master of Creative Business Management (Digital Marketing)

### MDM613 Advanced Digital Marketing Techniques for Creatives

**Credit Points:** 10

This unit equips students with the skills needed to navigate the rapidly evolving landscape of digital marketing, by understanding and applying key techniques such as website marketing, search marketing, email marketing, digital advertising, content marketing, digital PR, data analytics and emerging digital technologies such as artificial intelligence (AI). Students will learn to integrate these digital marketing techniques to develop strategies focused on raising brand awareness, boosting website traffic and driving conversion outcomes. By the end of the unit students will be able to effectively leverage advanced digital marketing techniques to enhance marketing performance and drive business growth.

### MCL614 Applied Creative Leadership

**Credit Points:** 10

This unit focuses on creating a practical creative leadership strategy based on experience and insights from the creative industries. Students will develop and implement a leadership strategy within a professional or project-based context and reflect on their leadership approach in action, with an emphasis on adaptability, values-driven decision making, and critical self-reflection. The unit prepares students to lead with authenticity and strategic vision in complex creative environments.