



Diploma of Digital Content Creation and Marketing

Program Overview

The Diploma of Digital Content Creation and Marketing (Level 5) equip learners with advanced skills in creating and managing digital content for diverse business environments. Students develop expertise in photo and video production, design principles, creative website development, search engine optimization (SEO), and social media marketing to build strong online presence and brand identity.

Possible Career Opportunities:

- Digital Content Creator
- Digital Marketing Officer
- Digital Influencer / Online Brand Ambassador
- SEO and Website Content Coordinator
- Video and Multimedia Designer
- Social Media Content Strategist
- Marketing Communications Assistant
- Creative Media Assistant
- Entrepreneur
- E-commerce Content Officer

Entry Requirements:

- Pass in Year 12 or
- Work experience in relevant industry sector or
- Met the mature student criteria.

(If above not met, must pass vocational literacy and numeracy test set by OIT.)

Duration & Delivery & Fees:

- 3 Trimesters
- Blended Delivery: Face-to-Face and online through Moodle
- Total Fees - \$5,000.00

Unit of Competency

DDCCM 611	Create Digital Content, Communicate and Collaborate Online
DDCCM 612	Graphic Designing & Visual Content Creation
DDCCM 613	Photography & Video Production Skills
DDCCM 614	Content Writing & Digital Storytelling
DDCCM 615	Social Media Management & Content Strategy
DDCCM 616	Digital Marketing Campaigns & Paid Advertising
DDCCM 617	Website Designing Using HTML & CSS
DDCCM 618	Web Content Hosting, SEO & Analytics
DDCCM 619	Marketing Principles in the Digital Era
DDCCM 120	Innovative and Creative Thinking

For further information, please contact on email info@oit.ac.fj or phone (679) 835 2627 / (679) 672 0123

For enrolment, please visit OIT Namaka Campus, Level 1, Challenge Plaza, Namaka, Nadi or apply online via <https://oit.ac.fj/qualification-application-form/>

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