

# Media Release

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## World-first Adobe course launches students' careers

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A world-leading course is providing students with the digital marketing skills they need to deliver on industry's fast-paced technological requirements.

The [digital advertising technology major and minor](#), which can be undertaken as part of a Bachelor of Business, Arts or Media and Communications at Swinburne, are part of a world-first educational partnership with Adobe.

The major and minor integrates [Adobe Marketing Cloud software](#), recognised as a [leader](#) by top analyst firms and used in creative agencies, marketing teams and digital consultancies around the world.

It uses Adobe training materials and accredited teaching practices to solve a graduate skills shortage in the international marketplace.

Adobe Marketing Cloud solutions help to gather customer data, analyse it and use it to deliver consistent and personalised experiences across all online marketing channels. The platform also has deep integrations with [Adobe Creative Cloud](#), which makes collaboration between marketers and creatives easier and stronger.

Presenting at Swinburne's Hawthorn campus recently, Mark Henley, Director of Transformative and Digital Strategy, Adobe Asia Pacific, says the course was developed because there was a growing gap between industry need and graduate skills in the digital marketing space.

“The digital skills gap in Australia is growing exponentially, and recent research has shown that a quarter of businesses are finding it difficult to source digital employees. Due to this, Australian businesses are seeing a heavy toll on their business.

“We want students to go into the world with a head start. They should be able to get a job as soon as they graduate - because employers want access to the skills they have.

“With the growth in digital marketing functions, increased automation, and use of new technologies, there is a real demand for graduates to be able to understand and know how to use Adobe software.”

In its first semester of being offered, the initial unit has attracted significant interest, with 88 students currently enrolled.

Over the duration of the major and minor, students will be trained to undertake tasks in areas including digital analytics, search marketing, social media marketing and video marketing.

[Find out more about Digital Advertising Technology at Swinburne.](#)