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FOR IMMEDIATE RELEASE

Swinburne and Adobe open the door for marketing professionals to upskill

Melbourne, Australia – 30 October 2017 - A new post-graduate course offering professionals the chance to upskill and learn cutting-edge marketing technology skills has launched at Swinburne in conjunction with Adobe.

The [Graduate Certificate of Digital Marketing Technologies](#) incorporates the current content from Adobe Digital Learning Services, giving students access to the Adobe Experience Cloud's industry-leading technology.

Adobe Experience Cloud is a set of integrated solutions used to manage digital assets, campaigns, data, analytics, and the personalisation of customer journey experiences. It is used by 12 of the top 20 ASX companies in addition to many other organisations in industries ranging from manufacturing to financial services.

"The skills in this area are in high demand from industry," says Swinburne's Peter Ciszewski, Senior Lecturer in Digital Advertising Technology.

"This course is ideal for people looking to retrain and upskill in the areas of digital marketing technology.

Exposure to cutting-edge enterprise-level digital marketing technologies will give our graduates much better opportunities for progressing their professional careers."

Swinburne and Adobe

In 2016, Swinburne commenced a world-first strategic partnership with Adobe to help students learn about digital marketing technologies and spearhead Swinburne's digital transformation.

Swinburne has also continued the roll-out of Adobe Digital Learning Services content in the digital advertising technology major and minors available to undergraduate students at Swinburne.

The introduction of the Graduate Certificate and Digital Marketing Technologies course represents another significant milestone in the partnership.

“The new Graduate Certificate of Digital Marketing Technologies course underscores Swinburne and Adobe’s commitment to fostering the skills of the next generation by preparing them to adapt, learn and grow,” said Kim Peretti, Adobe Senior Director of Training Services.

“By adequately addressing the digital requirements of today’s workforce, we’re equipping students with an arsenal of skills, enabling them to thrive in tomorrow’s workplace.”

As part of the partnership, Swinburne began rolling out the Adobe Experience Cloud, the most comprehensive set of digital marketing solutions.

Adobe Experience Cloud, underpins Swinburne’s strategic vision to gain a deeper understanding of current and prospective students, and alumni.

Harnessing the power of Adobe Experience Cloud, including platform integrations with Adobe Creative Cloud, Swinburne can effectively design, plan, execute, manage and optimise cross channel marketing campaigns that deliver personalised and engaging customer experiences.

About Swinburne

Swinburne is a world-class university creating social and economic impact through science technology and innovation. As a university, we are dedicated to producing outstanding research that is relevant, has impact and is internationally recognised.

In 1908 Swinburne was founded on the premise that our work would be shaped by industry and community needs. It is this practical and responsive perspective that continues to characterise our approach to research and education.

Swinburne has become one of the world’s leading universities, ranked within the top three per cent of universities globally, as assessed by the Academic Ranking of World Universities.

About About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei’s machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

About Adobe

Adobe is changing the world through digital experiences.

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