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Adobe and RMIT partner to address Australia's digital skills demand

SYDNEY, NSW — 13 August, 2018 — Demand for ICT workers has [exploded in Australia](#). As data has become more integral to business processes, the workforce's capacity for digital skills and capabilities has increased in importance. Despite this, [72% of businesses across Australia and New Zealand have fallen behind when it comes to leveraging tech](#), indicating the needs of Australian businesses are not being met.

In order to help build Australia's digital workforce, Adobe and RMIT University have formed a partnership that will arm students with the skills required to succeed in today's workplace. With the support of Adobe, RMIT is introducing three courses on digital marketing that can be undertaken as part of RMIT Online's [professional course offerings](#). These courses will provide education on digital marketing best practices, data-driven marketing and the game-changing impact of AI, and are co-designed and delivered with Adobe and RMIT.

"In order for Australia to remain competitive in the global economy, it is imperative that we address education needs in the digital space," said Tony Katsabaris, Adobe APAC Senior Director of Public Sector & Education.

"RMIT and Adobe share values of innovation and creativity, and we believe this partnership will continue to find exciting new ways to benefit Australia's businesses and workforce."

When the courses launch on August 20, they will combine Adobe's leadership in digital marketing and RMIT's commitment to delivering education that actively addresses the needs of Australian industry. In doing so, the partnership will create and deliver meaningful, practical and applied content that will ensure students have the digital skills that are essential in today's economy.

Vice-Chancellor and President Martin Bean CBE said RMIT has continued to partner with some of the best employers to provide its students with job-ready skills.

"RMIT and Adobe are both known for technology leadership, so this new partnership is a perfect fit for us," he said.

"By introducing new courses like this, we are creating real industry connections and collaboration opportunities to ensure our students are equipped for the future world of work."

Students taking part in the courses will be asked to use real-world problems that they will then address through their studies with the guidance of mentors, student advisors and a course manager. In addition to offering the involvement of these highly dedicated support staff, by conducting the courses online, Adobe and RMIT will provide new, flexible and accessible study options for students in an increasingly digital and connected world.

Helen Souness, CEO RMIT Online, said the university is placing an increasing importance on co-designing courses with leading industry players like Adobe.

"This new suite of Digital Marketing courses is an exciting addition to our rapidly expanding portfolio of short, future skills courses. We're covering a broad spectrum of topics, from designing digital marketing strategies, to

using data driven insights and visualisation to create meaningful change in business, to exploring new technologies like AI in marketing.

“Industry is the right place for us to look for this content, and we’re pleased to partner with Adobe to help professionals navigate their way through the changing world of work.”

The Digital Marketing offering takes students through the following:

- *Digital Marketing Strategy
- *Marketing Analytics and Insights
- *AI and Emerging Technologies for Strategic Marketing.

Each course runs for 6-8 weeks, with Digital Marketing Strategies commencing 20 August and Marketing Analytics and Insights commencing 1 October.

Find out more at learn.rmitonline.edu.au

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 integrating 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, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

About Adobe

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About RMIT University

RMIT is a global university of technology, design and enterprise in which teaching, research and engagement are central to achieving positive impact and creating life-changing experiences for our students. One of Australia’s original educational institutions founded in 1887, RMIT University now has 83,000 students including 12,000 at postgraduate level. RMIT Online was created by RMIT University to provide a world class digital learning experience, focussing on building courses to drive student outcomes. RMIT Online is dedicated to achieving a mission to create a “Community of lifelong learners, successfully navigating the world of work”.

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