

DIGITAL MEDIA MARKETING

**12 weeks Social Media work placement
+ HubSpot Certification included**

COURSE CODE: 10904NAT
CRICOS CODE: 105377E

DIPLOMA OF SOCIAL MEDIA MARKETING

This course is designed to make you a social media marketing expert. As you work through this course, you will be developing a comprehensive social media strategy which you can put into action straight away.

Duration: 6 Terms

 Sydney City, Bondi, Melbourne, Darwin, Gold Coast, Byron Bay

COURSE CODE: 10931NAT
CRICOS CODE: 106640J

DIPLOMA OF DIGITAL MARKETING

Designed to provide you with a broad range of knowledge, methods and technologies in digital marketing to design, implement and evaluate digital marketing campaigns.

Duration: 6 Terms

 Sydney City, Bondi, Melbourne, Darwin, Gold Coast, Byron Bay

COURSE CODE: 10787NAT
CRICOS CODE: 106639B

ADVANCED DIPLOMA OF DIGITAL MARKETING

You will be equipped with the skills to monitor and analyse current trends and development in digital marketing.

Duration: 6 Terms

 Sydney City, Bondi, Melbourne, Darwin, Gold Coast, Byron Bay

COURSE CODE: CUA60420
CRICOS CODE: 106545H

ADVANCED DIPLOMA OF CREATIVE PRODUCT DEVELOPMENT

This qualification, for individuals with a high level, will provide technical, creative and conceptual skills which can be applied across a range of creative arts industry contexts.

Duration: 8 Terms

 Sydney City, Bondi, Melbourne, Darwin, Gold Coast, Byron Bay

WORK PLACEMENT

A 12-week work placement is compulsory for the Diploma of Social Media Marketing. Start applying your new skills whilst still studying!

10904NAT DIPLOMA OF SOCIAL MEDIA MARKETING

Term 1 SIRXMK006 | Develop a social media strategy

Term 2 NAT10904001 | Plan, implement & manage content marketing

Term 3 NAT10904002 | Plan, conduct & optimise organic social media marketing
BSBPMG430 | Undertake project work

Term 4 NAT10904003 | Plan, manage & optimise paid social media advertising
BSBMKG541 | Identify & evaluate marketing opportunities

Term 5 NAT10904004 | Establish, build & leverage a personal brand on social media
BSBMKG542 | Establish & monitor the marketing mix

Term 6 NAT10904005 | Plan, implement & manage social media conversion strategies

START DATE:

Jan 2023 | Mar 2023
May 2023 | Jul 2023
Sep 2023 | Nov 2023
Jan 2024 | Mar 2024
May 2024 | Jul 2024

INTERNATIONAL STUDENT ENTRY REQUIREMENTS:

- Be a minimum of 18 yrs. of age
- Year 12 (Higher School Certificate) or equivalent
- Intermediate computer skills;
- Have an IELTS or equivalent score of 5.5 with no less than 5.0 in any band
- Access to a laptop or tablet for home and classroom use
- Note: Equivalent Year 12 for International Students is educational equivalent in home country or International Baccalaureate.



CAREER OUTCOMES: SOCIAL MEDIA MANAGER | CONTENT MARKETING MANAGER | DIGITAL MARKETING STRATEGIST | HEAD OF DIGITAL MARKETING

10931NAT DIPLOMA OF DIGITAL MARKETING

Term 1 NAT10931001 | Conduct omnichannel marketing

Term 2 NAT10931002 | Plan and conduct performance marketing

Term 3 NAT10931003 | Facilitate organic and earned marketing

Term 4 NAT10931004 | Apply marketing automation

Term 5 BSBMKG547 | Develop strategies to monetise digital engagement
BSBMKG546 | Develop social media engagement plans

Term 6 BSBMKG555 | Write persuasive copy
NAT10931005 | Test to optimise performance

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CAREER OUTCOMES: DIGITAL MARKETING SPECIALIST | MARKETING AUTOMATION SPECIALIST | PERFORMANCE MARKETING MANAGER | SOCIAL MEDIA PLANNER

10787NAT ADVANCED DIPLOMA OF DIGITAL MARKETING

Term 1 SIRXMK007 | Develop a digital marketing plan
DGMANA001 | Use web analytics tools to gather data on marketing performance

Term 2 FNSORG501 | Develop and manage a budget

Term 3 DGMWEB001 | Optimise a website within a digital marketing strategy

Term 4 DGMCON001 | Develop and implement a content strategy for digital publication

Term 5 DGMSEO001 | Build and implement a search engine optimisation strategy
DGMSEM001 | Create and manage paid search campaigns

Term 6 DGMMED001 | Plan and conduct email marketing
DGMMED002 | Plan and conduct marketing through social media

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CAREER OUTCOMES: DIGITAL MARKETING MANAGER | ACCOUNT EXECUTIVE - DIGITAL MARKETING | HEAD ADVISOR IN DIGITAL MARKETING

CUA60420 ADVANCED DIPLOMA OF CREATIVE PRODUCT DEVELOPMENT

Term 1 CUACMP511 | Manage copyright arrangements
BSBCRT512 | Originate & develop concepts

Term 2 CUADES601 | Design innovative products
BSBSTR801 | Lead innovative thinking & practice

Term 3 CUADES611 | Manage design realisation
BSBMKG625 | Implement & manage international marketing programs

Term 4 CUAIND512 | Enhance professional practice using creative arts industry knowledge
BSBSTR802 | Lead strategic planning processes for an organisation

Term 5 CUADIG517 | Design digital simulations
CUAFIM411 | Obtain revenue to support operations

Term 6 CUADES512 | Establish, negotiate & refine a design brief
BSBPMG540 | Manage project integration

Term 7 CUAGR611 | Engage in the business of graphic design
BSBSTR601 | Manage innovation & continuous improvement

Term 8 BSBWHS501 | Ensure a safe workplace
BSBCRT611 | Apply critical thinking for complex problem solving

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CAREER OUTCOMES: VISUAL ARTS AND CRAFT PROFESSIONAL | DIGITAL MEDIA DESIGNER | DIGITAL ARTIST

