



DIGITAL MEDIA MARKETING

**There are thousands of digital marketing roles waiting to be filled.
Learn the skills you need to get your dream job!**

DIPLOMA OF SOCIAL MEDIA MARKETING

CRICOS CODE: 105377E | COURSE CODE: 10904NAT

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.

 Sydney City, Melbourne, Gold Coast, and Adelaide

 Duration: 6 Terms

DIPLOMA OF DIGITAL MARKETING

CRICOS CODE: 106640J | COURSE CODE: 10931NAT

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

 Sydney City, Melbourne, Gold Coast, and Adelaide

 Duration: 6 Terms

ADVANCED DIPLOMA OF DIGITAL MARKETING

CRICOS CODE: 106639B | COURSE CODE: 10787NAT

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

 Sydney City, Melbourne, Gold Coast, and Adelaide

 Duration: 6 Terms

ADVANCED DIPLOMA OF CREATIVE PRODUCT DEVELOPMENT

CRICOS CODE: 106545H | COURSE CODE: CUA60420

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.

 Sydney City and Melbourne

 Duration: 8 Terms

10904NAT DIPLOMA OF SOCIAL MEDIA MARKETING

NAT10904001	Plan, implement & manage content marketing	SIRXMKT006	Develop a social media strategy
NAT10904002	Plan, conduct & optimise organic social media marketing	BSBMKG552	Design & develop marketing communication plans
NAT10904003	Plan, manage & optimise paid social media advertising	BSBMKG542	Establish & monitor the marketing mix
NAT10904004	Establish, build & leverage a personal brand on social media	BSBPMG430	Undertake project work
NAT10904005	Plan, implement & manage social media conversion strategies		

ENTRY REQUIREMENTS:

- Be a minimum of 18 yrs. of age
- Minimum of Year 12 (Higher School Certificate) or equivalent
- Intermediate computer skills
- Relevant vocational experience
- Have an IELTS or equivalent score of 6.0 and with no less than 5.5 in any band
- Access to a computer, laptop or tablet and internet for home and classroom use
- **Mandatory internship for all students**

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

NAT10931001	Conduct omnichannel marketing	NAT10931005	Test to optimise performance
NAT10931002	Plan & conduct performance marketing	BSBMKG555	Write persuasive copy
NAT10931003	Facilitate organic & earned marketing	BSBMKG546	Develop social media engagement plans
NAT10931004	Apply marketing automation	BSBMKG547	Develop strategies to monetise digital engagement

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- Access to a computer, laptop or tablet and internet for home and classroom use

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CAREER OUTCOMES:

DIGITAL MARKETING SPECIALIST | MARKETING AUTOMATION SPECIALIST | PERFORMANCE MARKETING MANAGER | SOCIAL MEDIA PLANNER

10787NAT ADVANCED DIPLOMA OF DIGITAL MARKETING

DGMANA001*	 Use web analytics tools to gather data on marketing performance *Pre-requisite unit required as part of the qualification	DGMCON001	Develop & implement a content strategy for digital publication
SIRXMKT007	Develop a digital marketing plan	DGMSEO001	Build & implement a search engine optimisation strategy
FNSORG501	Develop & manage a budget	DGMSEM001	Create & manage paid search campaigns
DGMWEB001	Optimise a website within a digital marketing strategy	DGMMED001	Plan & conduct email marketing
		DGMMED002	Plan & conduct marketing through social media

ENTRY REQUIREMENTS:

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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

BSBWHS521	Ensure a safe workplace for a work area	BSBSTR802	Lead strategic planning processes for an organisation
CUACMP511	Manage copyright arrangements	CUADIG517	Design digital simulations
CUADES601	Design innovative products	CUADES512	Establish, negotiate & refine a design brief
CUADES611	Manage design realisation	CUADES612	Research global design trends
CUAIND512	Enhance professional practice using creative arts industry knowledge	BSBMKG625	Implement & manage international marketing programs
BSBOPS601	Develop & implement business plans	BSBSUS511	Develop workplace policies & procedures for sustainability
BSBCRT611	Apply critical thinking for complex problem solving	BSBSTR601	Manage innovation & continuous improvement
BSBSTR801	Lead innovative thinking & practice	CUAFIM411	Obtain revenue to support operations

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

WORK PLACEMENT

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

START DATE: 2024 | January | March | May | July | September | November **2025** | January | March | May | July

TIMETABLES ARE SUBJECT TO CHANGE.

Visit our website for our latest timetables and class availability per campus.

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