

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: 115589K | COURSE CODE: 11266NAT

This course will provide participants with a range of skills and knowledge to prepare, implement and evaluate strategies across a variety of specialised digital marketing areas. This includes areas such as Search Engine Optimisation (SEO), Search Engine Marketing (SEM), social media, ecommerce, content marketing and marketing automation. Graduates will find these skills could assist them in career advancement, professional development or upskilling in the context of 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

ENTRY REQUIREMENTS:

- Be a minimum of 18 yrs. of age
- Minimum of Year 12 (Higher School Certificate) or equivalent
- 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

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CAREER OUTCOMES: DIGITAL MARKETER | MARKETING AUTOMATION SPECIALIST | DIGITAL MARKETING COORDINATOR

11266NAT ADVANCED DIPLOMA OF DIGITAL MARKETING

NAT11266002	Optimise a website to improve conversions	NAT11266007	Prepare a strategy for display and video advertising
NAT11266003	Develop a brand's digital content and social media	NAT11266008	Use responsible Artificial Intelligence and Artificial Intelligence ethics
NAT11266004	Research and prepare a Search Engine Optimisation strategy	NAT11266001	Use digital analytics to analyse marketing performance
NAT11266005	Create and manage a paid search strategy	FNSORG501	Develop and manage a budget
NAT11266006	Develop and implement an email marketing strategy	SIRXMKT007	Develop a digital marketing plan

ENTRY REQUIREMENTS:

- Be a minimum of 18 yrs. of age
- Minimum of Year 12 (Higher School Certificate) or equivalent
- To enter this qualification, individuals **must** provide evidence of knowledge of:
 - Marketing principles and concepts
 - Digital media platforms and software
 - Social media marketing
- 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
- To demonstrate this, individuals **must** have completed a formal course of study or a minimum of one year's employment in the field of sales and marketing, digital media and social media marketing or related field

Note: Equivalent Year 12 for International Students is educational equivalent in home country or International Baccalaureate.



CAREER OUTCOMES: DIGITAL MARKETING MANAGER | DIGITAL MARKETING STRATEGIST | DIGITAL MARKETING SPECIALIST | PAID SEARCH MANAGER | SEO SPECIALIST | CONTENT STRATEGIST

CUA60420 ADVANCED DIPLOMA OF CREATIVE PRODUCT DEVELOPMENT

BSBWHS501	Ensure a safe workplace	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

ENTRY REQUIREMENTS:

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

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

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 | 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.

IH Sydney Training Services Pty Ltd RTO 91109 CRICOS 02623G



@ih Sydney | For more information visit www.ihBC.edu.au | enquiries@ihbc.edu.au | 02 9279 0733