

# 10118NAT DIPLOMA OF SOCIAL MEDIA MARKETING

**Delivery method:** Blended learning

**Office location:** L2, 170 Leichhardt Street, Spring Hill QLD 4000

**Total course tuition fee:** \$3,900.00

**Course duration:** Based on a 12 month duration

*Based on a full time study load.*

Unit of study code	Unit of study name	Full fee paying students tuition fee	EFTSL
SMM20162-1	Diploma of Social Media Marketing 2016 Intake 2 Stage 1*	\$1,300.00	0.365

Start date	Census date	End date
25/07/2016	22/08/2016	2/12/2016
1/08/2016	29/08/2016	9/12/2016
8/08/2016	5/09/2016	16/12/2016
15/08/2016	12/09/2016	23/12/2016
22/08/2016	19/09/2016	30/12/2016
29/08/2016	26/09/2016	6/01/2017
5/09/2016	3/10/2016	13/01/2017
12/09/2016	10/10/2016	20/01/2017
19/09/2016	17/10/2016	27/01/2017
26/09/2016	24/10/2016	3/02/2017
3/10/2016	31/10/2016	10/02/2017
10/10/2016	7/11/2016	17/02/2017
17/10/2016	14/11/2016	24/02/2017
24/10/2016	21/11/2016	3/03/2017
31/10/2016	28/11/2016	10/03/2017
7/11/2016	5/12/2016	17/03/2017
14/11/2016	12/12/2016	24/03/2017
21/11/2016	19/12/2016	31/03/2017
28/11/2016	26/12/2016	7/04/2017
5/12/2016	2/01/2017	14/04/2017
12/12/2016	9/01/2017	21/04/2017
19/12/2016	16/01/2017	28/04/2017
26/12/2016	23/01/2017	5/05/2017

Unit of study code	Unit of study name	Full fee paying students tuition fee	EFTSL
SMM20162-2	Diploma of Social Media Marketing 2016 Intake 2 Stage 2**	\$1,300.00	0.288

Start date	Census date	End date
25/07/2016	15/08/2016	4/11/2016
1/08/2016	22/08/2016	11/11/2016
8/08/2016	29/08/2016	18/11/2016
15/08/2016	5/09/2016	25/11/2016
22/08/2016	12/09/2016	2/12/2016
29/08/2016	19/09/2016	9/12/2016
5/09/2016	26/09/2016	16/12/2016
12/09/2016	3/10/2016	23/12/2016
19/09/2016	10/10/2016	30/12/2016
26/09/2016	17/10/2016	6/01/2017
3/10/2016	24/10/2016	13/01/2017
10/10/2016	31/10/2016	20/01/2017
17/10/2016	7/11/2016	27/01/2017
24/10/2016	14/11/2016	3/02/2017
31/10/2016	21/11/2016	10/02/2017
7/11/2016	28/11/2016	17/02/2017
14/11/2016	5/12/2016	24/02/2017
21/11/2016	12/12/2016	3/03/2017
28/11/2016	19/12/2016	10/03/2017
5/12/2016	26/12/2016	17/03/2017
12/12/2016	2/01/2017	24/03/2017
19/12/2016	9/01/2017	31/03/2017
26/12/2016	16/01/2017	7/04/2017
2/01/2017	23/01/2017	14/04/2017
9/01/2017	30/01/2017	21/04/2017
16/01/2017	6/02/2017	28/04/2017
23/01/2017	13/02/2017	5/05/2017
30/01/2017	20/02/2017	12/05/2017
6/02/2017	27/02/2017	19/05/2017
13/02/2017	6/03/2017	26/05/2017
20/02/2017	13/03/2017	2/06/2017
27/02/2017	20/03/2017	9/06/2017
6/03/2017	27/03/2017	16/06/2017
13/03/2017	3/04/2017	23/06/2017
20/03/2017	10/04/2017	30/06/2017
27/03/2017	17/04/2017	7/07/2017
3/04/2017	24/04/2017	14/07/2017
10/04/2017	1/05/2017	21/07/2017
17/04/2017	8/05/2017	28/07/2017
24/04/2017	15/05/2017	4/08/2017
1/05/2017	22/05/2017	11/08/2017
8/05/2017	29/05/2017	18/08/2017

Unit of study code	Unit of study name	Full fee paying students tuition fee	EFTSL
SMM20162-3	Diploma of Social Media Marketing 2016 Intake 2 Stage 3***	\$1,300.00	0.346

Start date	Census date	End date
25/07/2016	18/08/2016	25/11/2016
1/08/2016	25/08/2016	2/12/2016
8/08/2016	1/09/2016	9/12/2016
15/08/2016	8/09/2016	16/12/2016
22/08/2016	15/09/2016	23/12/2016
29/08/2016	22/09/2016	30/12/2016
5/09/2016	29/09/2016	6/01/2017
12/09/2016	6/10/2016	13/01/2017
19/09/2016	13/10/2016	20/01/2017
26/09/2016	20/10/2016	27/01/2017
3/10/2016	27/10/2016	3/02/2017
10/10/2016	3/11/2016	10/02/2017
17/10/2016	10/11/2016	17/02/2017
24/10/2016	17/11/2016	24/02/2017
31/10/2016	24/11/2016	3/03/2017
7/11/2016	1/12/2016	10/03/2017
14/11/2016	8/12/2016	17/03/2017
21/11/2016	15/12/2016	24/03/2017
28/11/2016	22/12/2016	31/03/2017
5/12/2016	29/12/2016	7/04/2017
12/12/2016	5/01/2017	14/04/2017
19/12/2016	12/01/2017	21/04/2017
26/12/2016	19/01/2017	28/04/2017
2/01/2017	26/01/2017	5/05/2017
9/01/2017	2/02/2017	12/05/2017
16/01/2017	9/02/2017	19/05/2017
23/01/2017	16/02/2017	26/05/2017
30/01/2017	23/02/2017	2/06/2017
6/02/2017	2/03/2017	9/06/2017
13/02/2017	9/03/2017	16/06/2017
20/02/2017	16/03/2017	23/06/2017
27/02/2017	23/03/2017	30/06/2017
6/03/2017	30/03/2017	7/07/2017
13/03/2017	6/04/2017	14/07/2017
20/03/2017	13/04/2017	21/07/2017
27/03/2017	20/04/2017	28/07/2017
3/04/2017	27/04/2017	4/08/2017
10/04/2017	4/05/2017	11/08/2017
17/04/2017	11/05/2017	18/08/2017
24/04/2017	18/05/2017	25/08/2017
1/05/2017	25/05/2017	1/09/2017
8/05/2017	1/06/2017	8/09/2017
15/05/2017	8/06/2017	15/09/2017
22/05/2017	15/06/2017	22/09/2017
29/05/2017	22/06/2017	29/09/2017
5/06/2017	29/06/2017	6/10/2017
12/06/2017	6/07/2017	13/10/2017
19/06/2017	13/07/2017	20/10/2017
26/06/2017	20/07/2017	27/10/2017
3/07/2017	27/07/2017	3/11/2017
10/07/2017	3/08/2017	10/11/2017
17/07/2017	10/08/2017	17/11/2017
24/07/2017	17/08/2017	24/11/2017
31/07/2017	24/08/2017	1/12/2017
7/08/2017	31/08/2017	8/12/2017
14/08/2017	7/09/2017	15/12/2017
21/08/2017	14/09/2017	22/12/2017

**\*Stage 1 includes the following units of competency:****Full Fee Tuition Fee Price**

SMMBCM501A	Plan, implement and manage blog and content marketing	\$485.71
BSBMKG507	Interpret market trends and developments	\$400.00
SMMEMS505A	Plan, implement and manage email marketing	\$414.29

**\*Stage 2 includes the following units of competency:****Full Fee Tuition Fee Price**

SMMMSM502A	Plan, implement and manage mainstream social media marketing strategies	\$742.86
SMMNSM503A	Plan, implement and manage niche social media marketing strategies	\$557.14

**\*\*\*Stage 3 includes the following units of competency:****Full Fee Tuition Fee Price**

SMMBPB504A	Establish and build a strong personal brand in social media	\$433.33
BSBMKG502	Establish and adjust the marketing mix	\$463.22
BSBMKG515	Conduct a marketing audit	\$403.45

\*\*\*\*\*Recognition of Prior Learning must be applied for at enrolment