

More
than a
qualification.

10118NAT DIPLOMA OF
**SOCIAL MEDIA
MARKETING**

FOR MORE INFORMATION:

Call 1300 887 991

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or visit www.australiscollege.edu.au



10118NAT DIPLOMA OF SOCIAL MEDIA MARKETING

UPDATE YOUR STATUS. BECOME A SOCIAL MEDIA MARKETING EXPERT.

COURSE DETAILS

This qualification is designed to provide learners with social media and digital marketing knowledge and skills required to perform the functions associated with roles such as digital manager and social media marketing manager.

YOU'LL LEARN TO*:

- Review and evaluate the existing business, operational and marketing strategies and their applicability to social media.
- Understand the benefits of each mainstream social media platform and how to utilise these platforms to benefit of the organisation.
- Engage with a range of clients and stakeholders and tailor the social media and digital marketing strategy to these individuals.
- Analyse and interpret an organisation's vision, mission, values and objectives, and effectively apply this to the social media and digital marketing strategy.
- Write and develop content for digital publication that is consistent with the organisation's brand identity and marketing objectives.
- Manage the business' social media, email marketing and digital profiles effectively to increase brand awareness and generate revenue.
- Use key performance indicators to monitor and improve overall social media marketing effectiveness, ensuring activity, quality, cost, and time requirements are met.
- Manage a team to develop a comprehensive social media marketing strategy, implementation plan and strategic review process.
- Lead a marketing team and present to relevant stakeholders the key learnings from the strategy and implementation.

*Refer to Australis College website for full list of units.

CAREER OPPORTUNITIES

After graduating from this qualification you could find yourself working in an exciting role, such as:

- Digital Marketing or Social Media Manager.
- Head Advisor in Social Media and Digital Marketing.
- Social Media and Digital Marketing Officer.
- Digital Marketing or Social Media Strategist.
- Social Media Coordinator.
- Social Media and Content Strategist.

ENTRY REQUIREMENTS

Due to social media being based online, students will be required to have intermediate computer literacy skills that are sufficient to navigate all digital channels and social media platforms. Students enrolling should also possess high level language, literacy and numeracy levels to effectively interpret complex documents, prepare written reports and prepare budget spread sheets. Although these are not requirements for entry into the course, the student would benefit in their proficiency in these areas. These areas will be discussed pre-enrolment to ensure comprehension of the skill level that best suits the course.

OTHER REQUIREMENTS

To enrol into this course, learners must have:

- Access to a computer/laptop.
- Internet access.
- Access to an email account.

GET THE AUSTRALIS ADVANTAGE

Australis College offers 'more than a qualification' and all of our training is purpose built with that in mind – to ensure you are highly skilled and ready to enter the workforce.

What is the Australis Advantage?

- Industry Expert Trainers.
- More Personal Learning.

Flexible Payment Options. Australis College offers a range of flexible payment options so you can start learning and earning.

- **Up Front Payment:** 15% saving on course price when paying up front.
- **Interest Free Payment Plans:** No interest to pay for 12 months on monthly payment plan.
- **Personal Student Loan:** Finance available for periods of up to 7 years. Eligibility criteria applies.

You have 12 months to complete this course which, can be completed sooner based on your level of competency and allocated study hours.

www.australiscollege.edu.au

Correct at time of printing. Refer to Australis College website for course cost and payment options.



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