

10904NAT

Diploma of Social Media Marketing

At Original Campus, you get the world's first and only accredited qualification in Social Media Marketing. Created by the industry leaders at Social Media College (SMC), this Diploma is the only Australian Government Recognised Training in Social Media Marketing.



This online course equips you with critical skills, and sets you on the path to become an expert Social Media Marketer.

KEY BENEFITS

- **World's first** and only accredited qualification in Social Media Marketing.
- **Nationally Accredited.** Unlock career opportunities all across Australia.
- **Accelerate** your career.
- **Expand your network** with like-minded social media marketers.
- **Immediately apply your social media marketing skills** to your chosen business
- **Innovative online learning platform** and industry leading trainers.
- **Personalised study experience** and **strong student support.**
- **Potential academic credit** towards university undergraduate degrees.
- **Contribute up to 8 credits** towards your QCE.

ORIGINAL CAMPUS

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originalcampus.edu.au

Original Campus • RTO: 45322 • CRICOS 03668J

COURSE UNITS

NAT10904001	Plan, implement and manage content marketing
SIRXMKT006	Develop a social media strategy
NAT10904002	Plan, conduct and optimise organic social media marketing
NAT10904003	Plan, manage and optimise paid social media advertising campaigns
NAT10904004	Establish, build and leverage a personal brand on social media
NAT10904005	Plan, implement and manage social media conversion strategies
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBPMG430	Undertake project work

FEES & PAYMENT OPTIONS

\$2,750, enrolment fee and material fees included.

Payment Options

- | | |
|----------|----------------------------|
| Option 1 | Upfront fee + payment plan |
| Option 2 | Quarterly payment plan |
| Option 3 | Monthly payment plan |

ENTRY REQUIREMENTS

- Qld secondary school student in Years 10, 11 and 12.
- Australian Citizen or permanent resident or New Zealand Citizen.
- Have a sound achievement result in Year 10 Maths and English.



Duration

Up to 4 Terms (12 months)



Delivery

Online + face-to-face

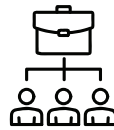
PATHWAYS



Direct entry to Workforce

This course is suitable for marketers of all levels of experience as the program will take you through all of the key elements of social media marketing.

Get ahead and stand out from the competition with a qualification that formalises your skills.



Managerial Roles

Marketing Director/Manager
Social Media Manager
Social Media Strategy Manager



Upskilled Roles

Brand Manager
Social Media Strategist
Content Marketing Strategist



Entry Level Roles

Social Media Coordinator
Digital Marketing Assistant
Communications Assistant



Direct entry to University

If you successfully complete the 10904NAT Diploma of Social Media Marketing, you may be able to pursue the following related qualifications:

Advanced Diploma or University Courses

Students eligible for an Australian Tertiary Admission Rank (ATAR) may be able to use their completed 10904NAT Diploma of Social Media Marketing, to contribute towards their ATAR.

CONTACT

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