



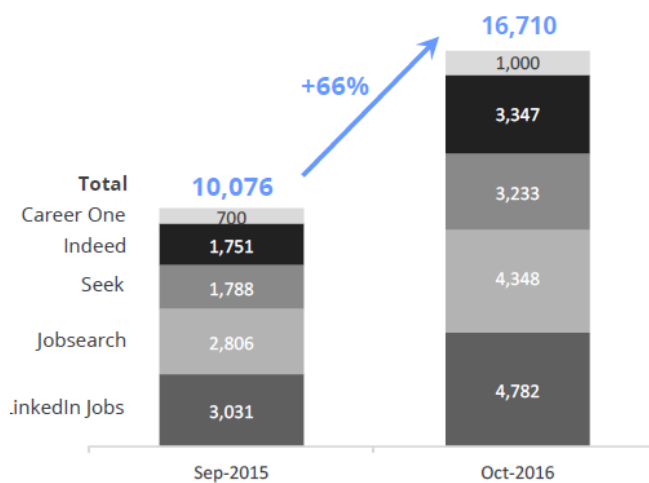
# 10118NAT | DIPLOMA OF SOCIAL MEDIA MARKETING

The Diploma of Social Media Marketing 19118NAT has been designed to take you from the fundamentals of social media marketing to an expert level, learning how to create compelling marketing content, develop a social media marketing strategy, create and promote your personal brand and manage and implement email marketing.

You will learn how to get

the best results from marketing through Facebook, Twitter, Instagram, LinkedIn, Pinterest, Snapchat and beyond.

Australian Social Media Skills Shortage, Oct-15 to Nov-2016 (No of Job Advertisements)



There is a growing skills gap in Australia for social media and digital marketing resources, with advertisements for social media specialists increasing by 66% in 12 months



**ACCREDITATION**

**NATIONALLY RECOGNISED AND ACCREDITED**

**DURATION**

**12 MONTHS SELF-PACED**

**COST**

**FEE FOR SERVICE : \$4,250**

**DELIVERY METHOD**

**ONLINE, FULL TRAINER SUPPORT (email or phone)**

## TIPS FOR SUCCESSFUL ONLINE STUDY:

- ◇ Make sure you have the appropriate IT equipment
- ◇ Connect with your trainer constantly
- ◇ Book yourself time during the week to study
- ◇ Set short term goals as objectives, stay organised,
- ◇ do not procrastinate, **GET STARTED TODAY**

## TRAINING SUPPORT NATIONAL TRAINING PROVIDES INCLUDES:

- ◇ Fortnightly webinars, attend as many and as often as you want, all webinars are recorded and are available for later review.
- ◇ Monthly phone calls with your trainer
- ◇ Unlimited support via email or phone.

## AFTER ENROLMENT:

- ◇ Start working on the first group of units. Units are grouped to create logical sequences and maximise learning opportunities. Units of competency are made available to students one group at the time.
- ◇ Participate in webinars, get in touch with your trainer as much as you need

The nominal duration of the qualification is 12 months. In order to complete within the nominal duration you should plan for around 9 hours of study each week, this is an indication and may vary according to your level of existing skills and knowledge.

### Module 1

<b>SMMBCM501A</b>	Plan, implement and manage blog and content marketing
<b>SMMMSM502A</b>	Plan, implement and manage mainstream social media marketing strategies
<b>SMMNSM503A</b>	Plan, implement and manage niche social media marketing strategies
<b>SMMBPB504A</b>	Establish and build a strong personal brand in social media

### Module 2

<b>SMMEMS505A</b>	Facilitate continuous improvement
<b>BSBFIM501</b>	Manage budgets and financial plans
<b>BSBMKG507</b>	Interpret market trends and developments
<b>BSBMKG502</b>	Establish and adjust the marketing mix

**APPLY NOW**