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*Become an expert  
in a high  
demand industry.*

# 10118NAT Diploma of Social Media Marketing

## CRICOS Course Code: 102803F

Our course will teach you how to become a social media expert and how to successfully develop and implement a social media marketing strategy and implementation plan on numerous social media networks. It will enable you to create and build your own social media marketing portfolio and personal brand to showcase to future employers.

## Pathway to BSB60520 Advanced Diploma of Marketing and Communication

Students who enroll into the package of courses understand that they are required to complete an additional two (2) Electives within the Diploma of Social Media Marketing. The combination of Electives meets, upon successful completion, the entry requirements into the BSB60520 Advanced Diploma of Marketing Communication.

## Qualification pathways

After achieving this qualification, you may undertake one of the following Advanced Diploma Qualifications:

BSB60215  
Advanced Diploma of Business

BSB61315  
Advanced Diploma of Marketing and Communication

## Social media sites

All students will need to have social media accounts for the following:



## Duration

52 weeks; 36 weeks of tuition and up to 16 break weeks.

## Intake

06 Oct 2020, 11 Jan 2021, 12 Apr 2021, 12 Jul 2021, 11 Oct 2021

## Delivery Mode

- Classroom
- Blended (*onshore international students/domestic students*)
- Online (*offshore students/domestic students*)

## Entry requirements

International students must be at least 18 years of age and need to demonstrate English language proficiency at IELTS 5.5 or equivalent. It is required that students have obtained a minimum of an Australian Higher School Certificate or equivalent.

## Job Roles

By completing this qualification, you could gain employment as:

- Social Media Strategist
- Brand Manager
- Social Media Consultant
- Digital/Social Media Marketing Coordinator

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