Diploma of Social Media Marketing
10904NAT

Original Campus Pty Ltd
RTO No: 45322

NATIONALLY RECOGNISED TRAINING

Study 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.

Be part of the next generation of social media and marketing experts with this diploma-level qualification. Develop the advanced skills and specialised knowledge to be ready to work in this fast-moving industry.

Establish your career in the industry by learning about the social media platforms and how to utilise them to benefit any business. Learn how to engage with a range of clients and stakeholders to tailor your social media and digital marketing design strategies and develop the skills to write engaging and effective content. You'll also learn management and leadership skills, as well as how to increase brand awareness and generate revenue.

Refer to training.gov.au for specific information about the qualification.

Pathways

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.

Entry Level Roles

Social Media Coordinator

Digital Marketing Assistant

Communications Assistant

University Pathways

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.

Entry requirements

Students must have completed a Certificate III Level Qualification OR achieved a B or higher in Year 10 English and a C or higher in Year 10 Maths. At enrolment students will need to provide their Unique Student Identifier (usi.gov.au) and may need to complete an LLN test to determine suitability and any support needs.

Duration and location

This is a 1 year course delivered in year 11 on site with qualified Original Campus trainers

Fees

The total Fee for Service cost is $2750 (Payment Plan Available – Deposit $1000, 10 x $175/month)

QCE Points

Maximum of 8 credits. Approximate 82 ATAR*

Course Units

Students must successfully complete all 9 units of competency to attain this qualification.

Unit code	Unit title (Ethics in Sport)
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
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
SITXCC015	Enhance Customer Service

Delivery modes

A range of delivery modes will be used during the teaching and learning of this qualification. These include:

- face-to-face instruction
- practicals and scenarios
- online training

Assessment

Assessment is competency based. Assessment techniques include but not limited to:

- observations
- folios of work
- questionnaires
- written and practical tasks

Obligation

Students will be provided with every opportunity to complete the qualification. Employment is not guaranteed upon completion. Students deemed competent in all units of competency will be awarded the qualification and a record of results by Original Campus. Students who achieve at least one unit of competency (but not the full qualification) will receive a Statement of Attainment

•Please note: 82 ATAR is the rank given alongside ATAR subjects through QTAC. If students are not completing ATAR subjects at school, they can still achieve ATAR rankings via their VET qualification which vary between Universities

Senior subject guide