



Virtual Online Blended Program

10118NAT DIPLOMA OF SOCIAL MEDIA MARKETING

CRICOS COURSE
CODE: 095670J

Introduction

Social media marketing is one of the fastest growing markets worldwide, putting you at the forefront of the global social media revolution. The Diploma of Social Media Marketing has been written by the world's leading social media experts from AUS, UK and USA, all whom feature on the Forbes Top 50 Social Media Power Influences List.

Qualification overview

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

Employment opportunities

By completing this qualification, you could gain employment as:

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

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 High School Certificate or equivalent.

RTO information

Training is delivered by Kirana Colleges Australia (KCA)
RTO Provider Code: 91341
CRICOS Provider Code: 03576B

Timetable

Virtual Classroom lectures, support sessions, online studies and assessments (20 hrs per week)

Duration

The total duration of the course 52 weeks.
4 terms of Virtual Classes
= 4 terms X 10 weeks
= 40 weeks tuition or 52 weeks with breaks*.

*Maximum breaks apply to courses crossing over the Christmas/New Year period.

Intakes

January, April, July, October

Applications are now Open for October 2020 intake!

Course structure

A total of 8 units are required to complete this qualification; core (5) core and three (3) electives units.

CRICOS Course Code: 095670J

Core Units		Elective Units	
SMMBCM501A	Plan, implement and manage blog and content marketing (PREREQ)	BSBMKG502	Establish and adjust the marketing mix
SMMM502A	Establish and adjust the marketing mix	BSBMKG507	Interpret market trends and developments
SMMNSM503A	Plan, implement and manage niche social media marketing strategies	BSBMKG515	Conduct a marketing audit
SMMBPB504A	Establish and build a strong personal brand in social media		
SMMEMS505A	Plan, implement and manage email marketing		

Training and Assessment

Our courses involve a combination of virtual classroom and online learning, practical sessions, research and project work. We utilise a range of assessment methods including role plays, written assessments, skills demonstration, projects, presentations, training records and work samples for the assessment of competency.

How to Apply?

Careers Consultants Network
7/F, Glorietta 4, Ascott Ayala Centre, Makati City, 1232 Philippines
Tel No.: +63 9178049811; +63 2 86516675
E-mail: info@ccnau.com www.ccnau.com

