



## DIPLOMA OF SOCIAL MEDIA MARKETING 10118NAT



### INTAKE DATES<sup>1</sup>

	2018	2019
TERM 1	05 February	04 February
TERM 2	30 April	29 April
TERM 3	23 July	22 July
TERM 4	15 October	14 October



### CAMPUS AVAILABILITY<sup>1</sup>

- ☀ Weekday - Sydney CBD
- ☀ Weekday - Manly
- 🌙 Weekday - Brisbane CBD
- ☀ Weekday - Gold Coast - starts T4,18
- ☀ Weekday - Melbourne CBD



### COURSE LENGTH

Duration: 4 terms<sup>2</sup> approximately 12 months



### COURSE FEE<sup>3</sup>

\$ 7,800 (\$1,950 per term)

Application fee:

Student visa - \$250

Other visas - \$200

Workbook fee:

Free to download

OR \$10 per subject for hard copy



### ENTRY REQUIREMENTS

**ACADEMIC** - Successful completion of Australian Year 11 or equivalent, or a Certificate IV level course.

**ENGLISH LANGUAGE PROFICIENCY<sup>4</sup>** - Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at APC or at other approved providers or equivalent.



### PATHWAYS<sup>5</sup>

Students who successfully complete this course may enter the Advanced Diploma of Marketing and Communication and be able to continue to universities through our articulation pathways program.



### COURSE OVERVIEW & STRUCTURE

The Diploma of Social Media Marketing is the perfect course for students who wish to work as digital managers and social media marketing managers. It aims to provide graduates with social media and digital marketing knowledge and skills required to perform the functions associated with these roles.

Possible job titles relevant to this qualification include:

- Digital/Social Media Coordinator
- Digital Marketing Assistant
- Communications Assistant
- Digital Manager
- Social Media Marketing Manager

### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

### 10 SUBJECTS<sup>6</sup>

Content Marketing**	Niche SMM**
Marketing Mix	Brands in SMM
Market Trends*	Email Marketing**
Marketing Audit	Marketing Communication Plans*
Mainstream SMM**	Marketing Projects*

\* These subjects are pre-requisites for the Advanced Diploma of Marketing and Communication.

\*\* Content Marketing must be completed before students can progress to Mainstream SMM, Niche SMM and Email Marketing subjects. Mainstream SMM must be completed before progression to Niche SMM.

### MODE OF DELIVERY

International students: Face-to-face (up to 33% may be delivered online or by distance)

Local students: Face-to-face, online, distance,

<sup>1</sup>Course and campus availability subject to demand.

<sup>2</sup>One term = 12 weeks (9 weeks study & 3 weeks course break). Please note the Christmas/New Year break is 7 weeks.

<sup>3</sup>Promotional fees may be applicable from time to time. Please contact us for further details.

<sup>4</sup>For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

<sup>5</sup>For more information about our University and other articulations, please visit [www.apc.edu.au/courses/vocational-further-study-pathways/](http://www.apc.edu.au/courses/vocational-further-study-pathways/)

<sup>6</sup>The first term of this qualification is timetabled with 3 face-to-face subjects.