



10904NAT

CRICOS CODE: 106137B



Diploma of Social Media Marketing

Build an exciting career in Social Media Marketing. Prepare to work as a digital and social media marketing manager with this hands-on qualification.

The Diploma of Social Media Marketing is the perfect course for people 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.



**Learn key
strategies**



**Expert
Trainers**



**Gain in-demand
skills**



**Enhance marketing
effectiveness**



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PROSPECTIVE CAREER OUTCOMES

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



GAIN SKILLS IN

- Creating strategy and managing social media platforms
- Content creation
- Stakeholder negotiation
- Managing engagement, community and influencers

SUBJECTS

1. Content Marketing
2. Social Media Marketing
3. Social Media Advertising
4. Personal Brands
5. Conversion Strategies
6. Social Media Strategy
7. Marketing Opportunities 1
8. Marketing Communication Plans
9. Marketing Mix
10. Marketing Projects
11. Persuasive Copywriting

Please Note: Two additional subjects have been included in this qualification programming to enable direct pathway to the [BSB60520 Advanced Diploma of Marketing & Communication](#). 10904NAT Diploma of Social Media Marketing comprises of only nine subjects and it is not mandatory to study the additional two subjects. Please contact the College for further information.

ACADEMIC ENTRY REQUIREMENTS

Successful completion of Australian Year 11 or equivalent.

ENGLISH LANGUAGE PROFICIENCY

General English - Upper Intermediate Level;
or English Proficiency Skills test result
as per APC requirements.

ASSESSMENTS

All APC vocational courses are assessed through a combination of assessment types that may include short answer questions, studio projects, essays, reports, group tasks, case studies, role plays, portfolios and/or presentations.

PATHWAYS

Students who successfully the Advanced Diploma of Marketing and Communication may be eligible for advanced standing in courses at universities or other higher education providers through our articulation pathways program.

INTAKE DATES

4 intakes per year.

See our website for latest intake dates.

DURATION

Full-time: 4 terms (approx. 1 year).

Part-time*: 8 terms (approx. 2 years).

*Part-time option only available for domestic students.

DELIVERY

International Students:

On Campus, Online (up to 1/3 of the units of the course) and blended options available

Domestic Students:

On Campus, Online and blended options available

LOCATION

Sydney CBD
Melbourne
Brisbane
Gold Coast
Online

COURSE FEES

\$8,000

Application fee: \$150 for international students only

HOW TO PAY

Direct deposit or credit card before the course start date.
VET Student Loans available for eligible domestic students.

NOTE:

- Information correct at time of publication. Visit website for most up-to-date information.
- Course and campus availability subject to demand.
- One term is equal to 9 weeks of study.
- For a free assessment of your current English level, please go to apc.edu.au/apply/pre-arrival-test
- For more info about our University pathways, visit apc.edu.au/study/university-pathways

DEFINITIONS:

International students: A temporary resident of Australia and/or a resident or citizen of any other country.

Domestic students: An Australian citizen or Australian permanent resident.



AUSTRALIAN
PACIFIC COLLEGE

APC.EDU.AU

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