



11426NAT

CRICOS CODE: 120219E



# Diploma of Social Media Marketing with Artificial Intelligence

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

The Diploma of Social Media Marketing (Ai) is ideal for those looking to step into digital and social media marketing roles. It equips graduates with practical social media, digital marketing and AI-driven skills needed to perform effectively in these roles.



Learn key strategies



Expert Trainers



Gain in-demand skills



Enhance marketing effectiveness



# 11426NAT

## Diploma of Social Media Marketing with Artificial Intelligence

### PROSPECTIVE CAREER OUTCOMES

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



### GAIN SKILLS IN

- Social media strategy and platform management (AI-informed)
- Content creation (AI-assisted ideation and production)
- Stakeholder negotiation
- Managing engagement, community and influencers

### SUBJECTS

- **BSBFIN501** - Manage budgets and financial plans
- **BSBMKG541** - Identify and evaluate marketing opportunities
- **BSBMKG542** - Establish and monitor the marketing mix
- **BSBMKG545** - Conduct marketing audits
- **BSBMKG552** - Design and develop marketing communication plans
- **BSBMKG555** - Write persuasive copy
- **BSBPMG430** - Undertake project work
- **CUAPPR513** - Present a body of own creative work
- **ICTWEB513** - Build dynamic websites
- **NAT11426001** - Plan, create and optimise marketing content with artificial intelligence

**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

**\$8,800**

Application fee: \$250 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](http://apc.edu.au/apply/pre-arrival-test)
- For more info about our University pathways, visit [apc.edu.au/study/university-pathways](http://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.