



mcie

“Develop a *passion* for learning. If you do, you will never cease to grow”

Anthony J. D'Angelo

Social Media Marketing is one of the fastest growing industries worldwide, with strong employment opportunities. This course is practical and contemporary, and takes a comprehensive look at the world of marketing through social media.

The skills gained from this qualification can lead to work as a Digital Marketing Coordinator, or Social Media Marketing Officer.

10904NAT

**Diploma of Social
Media Marketing**

CRICOS Provider no: 03024A
RTO Provider no: 22172

Learn from one of Melbourne's
leading **Marketing** training
institutions

Level 9, 250 Collins Street,
Melbourne VIC 3000

10904NAT

Diploma of Social Media Marketing

National Code	10904NAT
CRICOS Code	097392K
Duration	52 weeks
Holidays	12 weeks
Contact Hours	20 hrs per week
Tuition Fee	\$14,000
Resources Fee	\$550
Administration Fee	\$200

Academic requirements

- Completion of schooling equivalent to Australian Year 12 or higher

English language proficiency requirements

- IELTS band score of 5.5, or an equivalent internationally recognised exam result in line with DHA regulations, or
- Certificate of Completion at the Upper-intermediate level from a NEAS endorsed English language provider, or
- other widely recognised tests, such as PTE, TOEFL, or OET, or
- completion of schooling equivalent to, or higher than, an Australian Year 12 qualification from an English-speaking country, or
- completion of MCIE English Placement Test with an overall score of 5.5 or above.

Other entry requirements

Regulatory:

- A current and valid passport
- A current study visa valid for the duration of the course

Age at Commencement:

MCIE does not accept overseas students who will be under 18 years of age at the time of proposed commencement.

Course delivery

Training is delivered face-to-face by qualified trainers, and students are required to attend each scheduled class. The trainer will moderate the learning pace, method and sequence appropriate to student learning needs. Learning methods will vary and can include case studies, project based learning, multimedia presentations and instruction, group discussion, and online discussions and participation using social media groups.

Course assessment

Assessment tasks and strategies cover a wide range of methods and may include the creation of specific written documents, projects or reports, formal questions (multiple choice, short and long answer), practical demonstrations, small or large group tasks, oral presentations, problem-solving tasks, and case studies. Generally, classroom assessments have two or three assessment tasks for each unit of competency. Students are provided with task assessment instructions including the task due date.

Credit transfer and RPL

Applicants may be granted Recognition of Prior Learning (RPL) or Credit Transfer (CT), if they are able to demonstrate that they have achieved through work or life experience, or similar study at another institution, the required skills and knowledge equivalent to the unit for which they seek credit. Applicants should apply for CT or RPL at the time of enrolment and submit the CT/RPL application along with original supporting documents to Student Admissions. In the case of RPL, the applicant must submit all relevant evidence of work/life experience and where learning has occurred. A CT application must be accompanied by Nationally Recognised certificates with detailed Statements of Result or Statements of Attainment listing units which have been successfully completed. Details provided should include unit codes and titles, and dates of completion.

Core units

NAT10904001	Plan, implement and manage content marketing
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
SIRXMKT006	Develop a social media strategy

Elective units*

BSBMKG552	Design and develop marketing communication plans
CUAPPR513	Present a body of own creative work
ICTWEB513	Build a dynamic website

* Elective units are subject to change. Please check our website for current information.

Required equipment

We recommend that students have access to a laptop, or tablet, with Windows 8 or 10, and have the MS Office suite installed.