



ONLINE

10904NAT Diploma of Social Media Marketing

Social media marketing is one of the fastest growing markets worldwide, putting you at the forefront of the global social media revolution. Want to accelerate your career in social media marketing? ACBC Online can help you achieve your goal.

GRADUATE WITH ACBC ONLINE

1. MAKE AN ENQUIRY, COMPLETE AN APPLICATION AND ENROLMENT FORM AND SELECT DURATION FOR STUDY (52 WEEKS OR 78 WEEKS).
2. LOG IN AND ACCESS YOUR COURSE MATERIALS AND SUPPORT.
3. LOG IN WEEKLY AND COMPLETE YOUR STUDY TASKS AND ASSESSMENTS.

Whether you are looking for a career change or seeking to progress in your current career, this versatile course can help you get there.

We have all the tools and support you need. There is no need to attend the campus to enrol or to complete your studies.

Courses commence on the next available Monday from your application date allowing for administration requirements.

The 10904NAT Diploma of Social Media Marketing Accredited Course helps people to design and implement a comprehensive social media strategy that delivers outstanding results. It will help in expanding your network of like-minded social media marketers and will allow you to apply your social media marketing skills to your chosen business

QUICK CHECK: AM I READY FOR THIS QUALIFICATION?

ENTRY REQUIREMENTS

➔ Year 10 of the NSW Higher School Certificate or its equivalent or mature age students. Don't have this requirement? Don't worry - We've got you covered! We have a simple and easy online assessment for you to help us

determine that the course will suit your abilities. Talk to a Careers Advisor about this. Entrants into this course would benefit from having Intermediate level computer literacy skills – sufficient to navigate all digital channels and social media channels.

PRE-REQUISITES

➔ No pre-requisites for this course

SOCIAL MEDIA CAREERS

This qualification is suitable for marketers of all levels of experience as the Diploma will take you through all of the key elements of social media marketing. Get ahead and stand out from the competition with a qualification that formalises your skills.

➔ Managerial Roles (\$90-\$200k+ Salary)

- Marketing Director/Manager
- Social Media Manager
- Social Media Strategy Manager
- Marketing Manager

➔ Upskilled Roles (\$75-\$90k+ Salary)

- Brand Manager
- Social Media Strategist
- Content Marketing Strategist
- Community Manager

➔ Entry Level Roles (\$60-\$75k+ Salary)

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

SOCIAL MEDIA FACTS AND STATISTICS

- More than 4 billion people worldwide now use social media.
- An average of 2 million people sign up to social media channels every day. (Source: WeAreSocial – October 2020 Statshot)

www.acbc.nsw.edu.au / online@acbc.nsw.edu.au

➔ **02 9824 0000**



AUSTRALIAN CAREERS
Business College
'Empowerment Through Education and Training'

IMPORTANT: VET Student Loans will not be approved for students who do not meet eligibility requirements and a VET student loan gives rise to a HELP debt that continues to be a debt due to the Commonwealth until it is repaid.

- Facebook has 2.7 billion monthly active users. (Source: WeAreSocial – October 2020 Statshot)
- Average daily social media usage is nearly 2.5 hours. (Source: WeAreSocial – October 2020 Statshot)
- YouTube is the world's most visited social media site. (Source: Broadband Search)
- TikTok leads the ranking of mobile apps by downloads (excluding China). (Source: Influence Marketing Hub)
- 69% of marketers use social media for brand awareness. (Source: Sprout Social)
- 49% of consumers unfollow brands on social media for poor customer service. (Source: Influence Marketing Hub)
- 45% of consumers like and follow accounts suggested in their feeds or use discovery tools. (Source: Sprout Social)
- 91% of consumers visit a brand's website or application when they follow them on social media. (Source: Sprout Social)

THE ACBC ADVANTAGE

Completing this course through ACBC creates many career advantages. Our trainers and assessors are respected professionals. This course has been developed through consultation with leading specialists to ensure industry-relevant course content.

AVAILABLE TIME TO STUDY

It's important to make sure that your online study fits in with your work and lifestyle.

Study Option	Recommended minimum weekly study	Recommended minimum coach contact	Suggested minimum weekly log-ins
12 months	8 hours	Weekly	2
18 months	5 hours	Weekly	2

COURSE UNITS

To achieve the 10904NAT Diploma of Social Media Marketing 9 units must be completed.

SIX CORE UNITS	
NAT10904001	Plan, Implement and manage content marketing
SIRXMKT006	Develop a social media strategy
NAT10904002	Plan, conduct and optimize organic social media marketing
NAT10904003	Plan, manage and optimize paid social media advertising
NAT10904004	Establish, build and leverage a personal brand on social media
NAT10904005	Plan, implement and manage social media conversion strategies
THREE ELECTIVE UNITS	
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBPMG430	Undertake project work

COURSE FEES

➤ **Tuition Fee** AUD7,900.00

(Ten payments of \$790.00 across course duration)

This Course may be fully funded by VET Student Loans

WHAT YOU WILL NEED

- Access to the internet
- Computer Access (word processing, web surfing, downloading forms and templates)
- Access to Google Drive (Google account)
- Email address (for enrolment communication)

LEARNING RESOURCES

All learning resources are provided for students enrolling into this course including, Learner Management System, learner guides and assessment instructions at no cost.

COURSE QUALIFICATION

Graduates completing all components of the course and demonstrating competence in all units will be awarded a nationally recognised 10904NAT Diploma of Social Media Marketing. A nationally recognised Statement of Attainment will be issued where a student has withdrawn but has successfully completed part of the course or completes the course but does not demonstrate competency in all units.

CREDIT TRANSFER (CT)

ACBC recognises and grants credit transfer for nationally recognised units of competency issued by other RTOs. Full details of the application process can be obtained from the college's Student Services.

RECOGNITION OF PRIOR LEARNING (RPL)

Recognition of prior learning acknowledges skills, knowledge and competencies obtained through

- Formal training/study
- Work experience
- Life experience

Students are eligible to apply for RPL and an administration fee of \$750 per unit of competency applies depending on the evidence supplied by students seeking RPL. Full details of the application process can be obtained from the college's Student Services.

LANGUAGE LITERACY AND NUMERACY SKILLS (LLN)

Students enrolling in this course will undertake an LLN test to determine the student's ability to engage in the course.

ASSESSMENT

Assessment is conducted through a combination of written and practical assessments. This may include case studies, role plays, knowledge questions, practical tasks and projects.

QUALITY OF TRAINING

ACBC is responsible for the quality of the training and assessment being provided in this course and for the issuance of any AQF certificates.



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ACBC is a Registered Training Organisation (RTO) No. 90271.