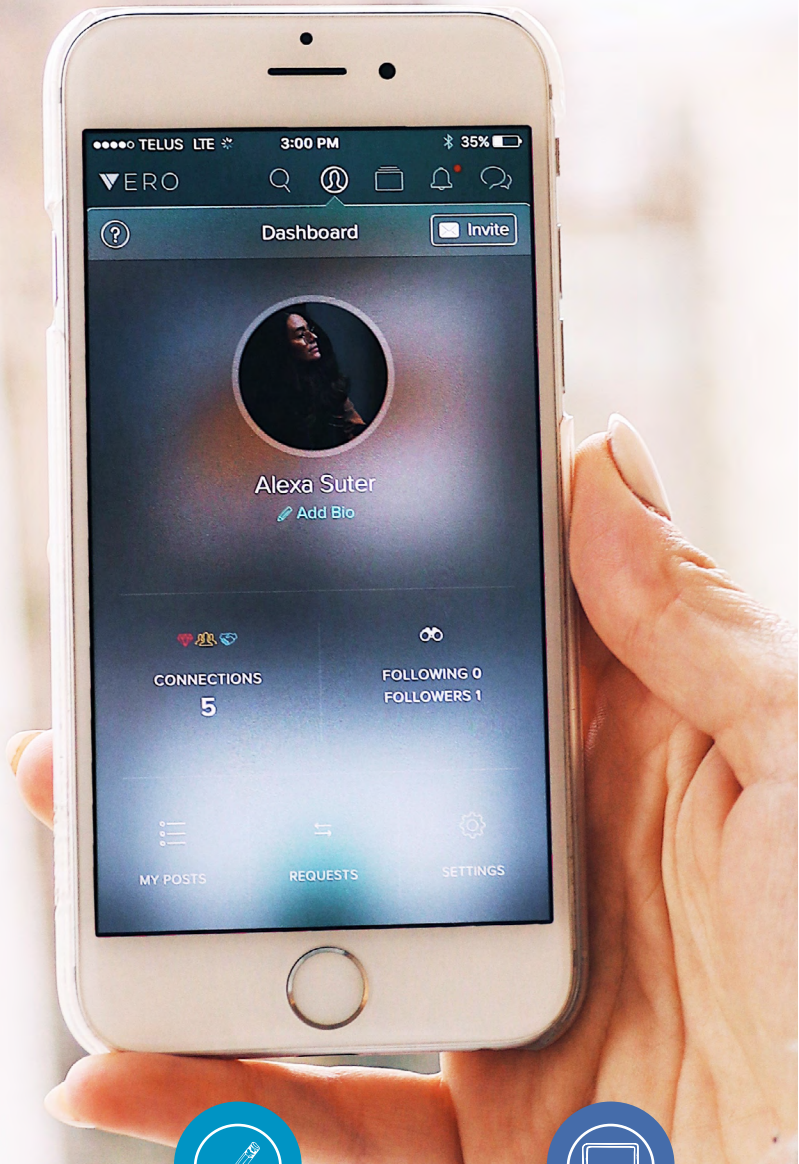


10904NAT

Diploma of Social Media Marketing



Are you passionate about the latest trends in digital marketing? Build a rewarding and exciting career for yourself at the forefront of Social Media Marketing with this hands-on qualification.

COURSE LENGTH

4 terms full-time (approx. 1 year)

8 terms part-time (approx. 2 years)

Part-time option only available for domestic students.

CAMPUS

Brisbane, Gold Coast, Melbourne, Sydney CBD & Manly

DELIVERY

Face-to-face, online¹ and blended²



Social Media gurus
to get you job-ready



In-demand profession
with good job prospects



Build a portfolio
with real campaigns



Learn industry forward
creative marketing strategies

INTAKE DATES

31 Jan 22	26 Apr 22 ³	18 Jul 22	10 Oct 22
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30 Jan 23	24 Apr 23	17 Jul 23	09 Oct 23
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1. Up to one-third delivered online for student visa holders
 2. Blended option available to domestic students only
 3. Starting day moved to Tuesday as Monday is a public holiday

ENTRY REQUIREMENTS

ACADEMIC

Overseas/Domestic Students (as applicable):

Successful completion of Australian Year 11 or equivalent.

ENGLISH LANGUAGE PROFICIENCY

Overseas/Domestic Students (as applicable):

Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

PATHWAYS

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.

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.

COURSE FEES

\$6,800

Application fee: \$150 for overseas students

HOW TO PAY

Direct debit or credit card before the start date.

MODES OF DELIVERY

Student visa holders: Face-to-face (up to one-third may be delivered online or by distance)

Domestic students (and other visas): Face-to-face, online and blended options available.

POSSIBLE JOB TITLES RELEVANT TO THIS QUALIFICATION

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

11 SUBJECTS*

Content Marketing

Social Media Marketing

Social Media Advertising

Personal Brands

Conversion Strategies

Social Media Strategy

Marketing Opportunities 1

Marketing Communication Plans

Marketing Mix

Marketing Projects

Persuasive Copywriting

*2 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 9 subjects and it is not mandatory to study the additional 2 subjects. Please contact the College for further information.

Note:

- Course and campus availability subject to demand.
- One term is 9 weeks of study.
- For a free assessment of your current English level, please go to www.apc.edu.au/applications/#entry-tests
- For more info about our University pathways, visit www.apc.edu.au/courses/vocational-further-study-pathways/

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

APC.EDU.AU | INFO@APC.EDU.AU

Young Rabbit Pty Ltd (ABN 28 003 381 182) trading as Australian Pacific College | RTO Code: 90396 | CRICOS Code: 01331F

APC Diploma of Social Media Marketing_28OCT21_V1.4R