

# DIPLOMA OF SOCIAL MEDIA MARKETING

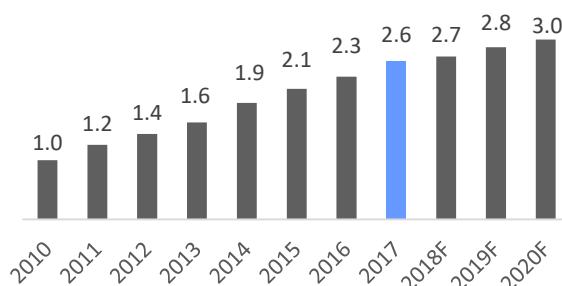
10904NAT

CRICOS Course Code: 105628B

## BENEFITS OF SOCIAL MEDIA

- ✓ Reach a huge, global audience
- ✓ Pinpoint your exact target market
- ✓ Build brand awareness
- ✓ Rapidly grow revenue
- ✓ Improve brand loyalty
- ✓ Boost search engine rankings
- ✓ Increase website traffic
- ✓ Engage with new and existing customers
- ✓ Convert leads into paying customers
- ✓ Lower marketing costs
- ✓ Improve customer service

Active Social Media Users Worldwide, 2010-2020F



*Almost one third of the world's population are active social media users*

## WHY STUDY THIS QUALIFICATION?

### ACCELERATE YOUR CAREER

Social media marketing is one of the fastest growing industries worldwide, meaning there are strong employment opportunities and high average salaries.

### HIGHLY PRACTICAL WITH HANDS-ON EXPERIENCE

Develop a comprehensive social media marketing strategy for your chosen business, using the tools and templates provided in the course.

## SOCIAL MEDIA CAREERS

### Managerial Roles

- ✓ Marketing Director/Manager
  - ✓ Digital and Social Media Marketing Manager
  - ✓ Digital / Social Media Strategy Manager
  - ✓ Marketing Manager
- \$90- \$200K+ Salary

### Upskilled Roles

- ✓ Brand Manager
  - ✓ Social Media Strategist
  - ✓ Content Marketing Strategist
  - ✓ Community Manager
- \$65 - \$90k Salary

### Entry Level Roles

- ✓ Digital / Social Media Coordinator
  - ✓ Digital Marketing Assistant
  - ✓ Communications Assistant
- \$50 - \$65K Salary

*Become an expert in an industry which is in high demand*

# COMPREHENSIVE COURSE STRUCTURE

## Core Units:

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

## Elective Units:

BSBPMG430	Undertake project work
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG552	Design and develop marketing communication plans



## WHY CHOOSE THIS COURSE



### WRITTEN BY SOCIAL MEDIA EXPERTS

Deborah Lee (UK)  
Eric Tung (USA)  
Trevor Young (AUS)  
All featured on the Forbes  
Top 50 Social Media Power  
Influencers list  
+ Top Industry Experts



### HIGHLY PRACTICAL AND HANDS-ON

Create and implement highly  
comprehensive social media  
marketing strategies,  
graduating with an  
impressive portfolio and  
successful social media  
marketing strategy



### RAPIDLY GROWING INDUSTRY

Social media marketing is  
relevant for all businesses and  
industries. Social media  
managers are in high demand  
which means there are strong  
employment outcomes for  
graduates



### UNIQUE - ONLY FORMAL QUALIFICATION

Nationally Recognised  
Training by the Australian  
Government – the only formal  
qualification in social media  
marketing

## OUR EXPERTS FEATURED ON



## AVAILABLE COURSE PACKAGE OPTIONS

- Certificate IV in Marketing & Communication (1 year) +  
Diploma of Social Media Marketing (1 year)
- Certificate IV in Marketing & Communication (1 year) +  
Diploma of Marketing & Communication (1 year) +  
Diploma of Social Media Marketing (9 months) +  
Advanced Diploma of Marketing & Communication (1 year)

Learn a smarter way  
and contact us today



MEGA

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