

DIPLOMA OF SOCIAL MEDIA MARKETING

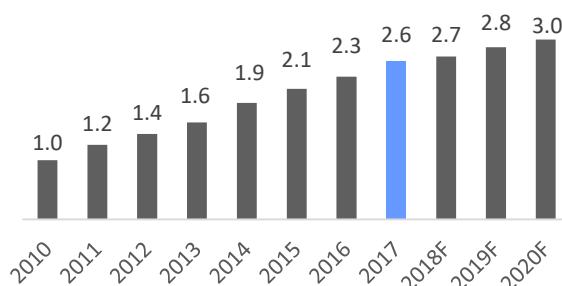
10904NAT

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

Learn a smarter way
and contact us today



MEGA

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