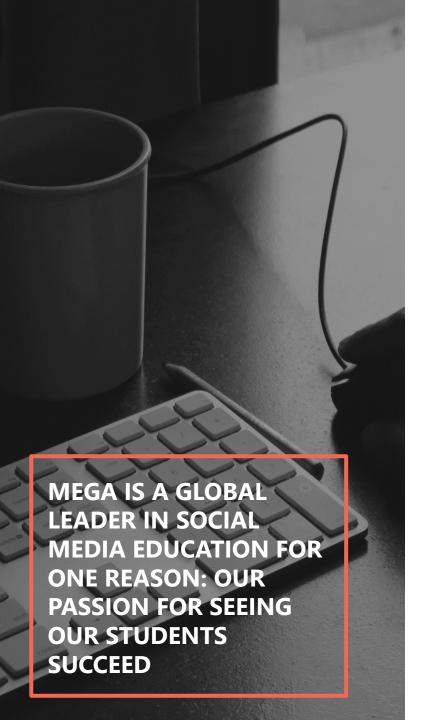




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A B O

10904NAT Diploma of Social Media Marketing is Australia's only accredited course in social media marketing, and first of its kind anywhere in the world.

MEGA is comprised of an array of education specialists, including social media experts, content writers, industry trainers, university advisors, digital marketing strategists, and career consultants. Our collective skills combine to offer you an unrivalled social media education experience.

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# JOIN THE SOCIAL MEDIA REVOLUTION!



#### **BUILDS BRAND AWARENESS**

Social media helps increase brand exposure and builds long-term brand advocates.



### INCREASES WEB TRAFFIC AND

#### **BOOSTS SEO**

Social media drives traffic to websites and helps generate sales, as well as higher search engine rankings.



#### **LOWERS MARKETING COSTS**

Compared to traditional media formats, social media is highly targeted and accountable, removing misspent marketing dollars and maximising the marketing ROI.



#### **DEVELOPS A LOYAL COMMUNITY**

Customers love being part of a community – social media establishes an emotional connection with them.



#### **IMPROVES CUSTOMER SERVICE**

Social media is a fantastic tool for customer feedback, helping deliver better service and increased brand trust



#### **INCREASES DIGITAL EXPOSURE**

Marketing on social media provides instant global distribution and the ability to engage with a huge number of daily users.

#### **FORMAL QUALIFICATION**

10904NAT Diploma of Social Media Marketing is the ONLY nationally accredited marketing course that focuses solely on social media. Employers always prefer candidates with formal training over unaccredited soft skilled courses.







#### DYNAMIC AND FAST GROWING INDUSTRY

Social media marketing is one of the fastest growing markets worldwide, putting you at the forefront of the global social media revolution.

#### **IMMEDIATELY APPLICABLE**

The course includes tools and techniques that can be immediately applied to your employer or own business.

#### **HANDS-ON EXPERIENCE**

The assessments require you to develop and launch a social media marketing strategy and implementation plan on numerous social media networks.

#### **GRADUATE WITH A BUSINESS + PERSONAL PORTFOLIO**

Upon graduation you will have developed a comprehensive business portfolio to show prospective employees, as well as an impressive personal brand on social media.

#### **ON CAMPUS + ONLINE**

Study online and on-campus in a blended learning format.





THE MOST
COMPREHENSIVE
COURSE IN SOCIAL
MEDIA MARKETING
WORLDWIDE

#### **CORE UNITS (6)**

CODE	MODULE
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 (3)**

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

TOTAL: 9 UNITS
COURSE DURATION: 12 MONTHS

"I enrolled in the Diploma of Social Media Marketing and from day one started working on a highly comprehensive social media strategy for my company. Once I completed Units 1 and 2, my boss gave me a promotion and pay rise to complement my new skills and passion for social media marketing. I highly recommend this course for those who want to establish themselves as an expert in the industry."

Samantha Macintosh, Social Media Manager Voome



The Diploma of
Social Media Marketing
has been written by the
world's leading social
media experts, all of
whom feature on the
Forbes Top 50 Social
Media Power Influencers
list.

## **TREVOR YOUNG (AUS)**

CONTENT MARKETING SPECIALIST | SOCIAL MEDIA CONSULTANT | SPEAKER | AUTHOR OF 'MICRODOMINATION'

Trevor Young, known as the 'PR Warrior', is a former journalist turned public relations professional who has worked in a senior capacity for some of the world's largest firms as well as run his own PR agency. Trevor has been entrenched on the frontline of the digital communications revolution since 2007 when he first established his popular marketing blog PR Warrior, which has since been listed several times by Smart Company as one of Australia's top business blogs. Trevor is now regarded as one of the world's leading experts on content marketing and has authored a book called: 'microDOMINATION: How to leverage social media and content marketing to build a mini-business empire around your personal brand'.

R E P E R 10



R P E R

## **DEBORAH LEE (UK)**

ENTERPRISE LEVEL CONSULTANT | DIGITAL MARKETING EXPERT | SPEAKER | SOCIAL MEDIA POWER TRAINER

Deborah Lee is a highly sought after speaker and social media mentor due to her ability to demonstrate how social media can achieve incredible marketing outcomes. Globally she is regarded as a pioneer of the social media marketing industry, and has worked with enterprise level brands such as Sony, Microsoft and Universal Pictures. Recently Deborah was featured on the Forbes Top 20 Women Social Media Global Influencers list. With hundreds and thousands of engaged and active Twitter followers, and her regular contributions to the Huffington Post and her own blog, Deborah clearly 'walks the walk'.

## **ERIC T TUNG (USA)**

SOCIAL MEDIA COACH | SPEAKER | SOCIAL MEDIA STRATEGIST | PERSONAL BRAND SPECIALIST

Eric T. Tung is regarded as one of the United State's top social media minds. He regularly consults, advises, coaches and trains people on the power of social media and how it can be used to help businesses grow. Eric was one of the first million Facebook users and is one of the most prolific tweeters in the US. He regularly appears in top social media rankings, including Forbes Top Social Media Talent & Twitaholic's Most Followed People. As an expert in the social media space, Eric regularly speaks at some of the world's largest conferences, including Social Media Marketing World, Dreamforce, Blogwell, and many more.

R E P E R Social media has completely revolutionised the way in which people create, consume and share information.

Used effectively, social media can build brand awareness, improve brand loyalty, boost search engine rankings, increase web traffic, convert more customers, lower marketing costs and increase revenue.

Our course will teach you how to become a social media expert, and how to successfully develop and implement a social media marketing strategy.

Social media marketing is a **highly sought after skill-set in the marketing world today**. Globally there is a skills shortage for
qualified social media specialists, meaning you will most likely receive
a **salary premium** upon graduation.

Possible social media career roles include:

- Head of Digital Marketing
- Head of Social Media
- Social Media Manager
- Social Media Consultant
- Social Media Strategist
- Social Media Coordinator
- Social Media Community Manager
- Digital Marketing Strategist
- Digital Marketing Manager
- Content Marketing Manager
- Content Strategist



The Diploma of Social Media Marketing is ideal for those who want to **upskill in** a high demand industry, and increase their social media marketing knowledge and experience. As students work through the content they develop an actionable social media marketing strategy and implementation plan that is assessed and perfected with the guidance of expert trainers.

#### **STUDENTS / JOB SEEKERS**

The Diploma of Social Media Marketing will enable you to **build a social media marketing portfolio** which will help you land your dream job.

#### **BUSINESS OWNERS**

The Diploma will help **grow your business and increase revenue** using clever digital marketing strategies. While completing the Diploma of Social Media Marketing you develop a social media marketing strategy and implementation plan that is practical and can be immediately applied to your business.

#### **MEDIA & MARKETING PROFESSIONALS**

Looking to **upskill and accelerate your career**? The Diploma of Social Media Marketing will help you become a qualified social media expert with all the resources and skills you need to succeed.





#### **NEED MORE INFORMATION?**

We appreciate that choosing the right course is an important and a difficult decision.

If you would like to discuss your career options, please call one of our International Relations Manager on +61 2 9299 6788 or email info@mega.edu.au

