



MARKETING

DIPLOMA OF SOCIAL MEDIA MARKETING 10118NAT



TERM DATES

	2017	2018
TERM 1		05 February
TERM 2	01 May	30 April
TERM 3	24 July	23 July
TERM 4	16 October	15 October



CAMPUS AVAILABILITY

- ☀ Weekday - Sydney CBD - Starts T2,17
- 🌙 Weekday - Brisbane CBD - Starts T2,17
- ☀ Weekday - Melbourne CBD - Starts T3,17



COURSE LENGTH

Duration: 4 terms* approximately 12 months



COURSE FEE[^]

\$ 7,800 (\$1,950 per term)

Application fee:

Student visa - \$250

Other visas - \$200

Workbook fee[♦]:

Free to download or \$10 per subject for hard copy.



ENTRY REQUIREMENTS

ACADEMIC - Successful completion of Australian Year 11 or equivalent, or a Certificate IV level course.

ENGLISH LANGUAGE PROFICIENCY[■] - Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at APC or at other approved providers or equivalent.



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.

Possible job titles relevant to this qualification include:

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

ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

10 SUBJECTS[†]

Content Marketing	Niche SMM
Marketing Mix	Brands in SMM
Market Trends ¹	Email Marketing
Marketing Audit	Marketing Communication Plans ¹
Mainstream SMM	Marketing Projects ¹

¹ These subjects are pre-requisites for the Advanced Diploma of Marketing and Communication.

MODE OF DELIVERY

International students: Face-to-face (up to 25% may be delivered online or by distance)

Local students: Face-to-face, online, distance, workplace or blended delivery modes are available.

* One term = 12 weeks (9 weeks study & 3 weeks course break). Please note the Christmas/New Year break is 7 weeks.

[^] Promotional fees may be applicable from time to time. Please contact us for further details.

[♦] Workbooks for most subjects can be downloaded to your USB device at no cost. Hard copies can be purchased from Student Services Office for \$5 per subject in Certificate qualifications or \$10 per subject in Diploma and Advanced Diploma qualifications (except for Advanced Diploma of Accounting where textbook fee of \$198 applies).

[■] For a free assessment of your current English level, please go to www.apc.edu.au/pat.

* For more information about our University and other articulations, please visit www.apc.edu.au/vetpathways.

[†] The first term of this qualification is timetabled with 3 face-to-face subjects.