

10904NAT

Diploma of Social Media Marketing

- Get the skills that employers really want.
- Unrivalled support. Delivered with care.
- Absolute flexibility. Your way, your terms.

Education for
the real world

RTO Code - 22530

Accelerate your career

Social media isn't just something to do with our down time. It's shifting and disrupting several industries, from news media to marketing. Social media marketing has the potential to lower marketing costs, build brand awareness organically, and develop a positive and loyal community of fans.

You can be part of the social media revolution. Get in on the ground level of this fast-growing industry. With a formal qualification, you can demonstrate your dedication and depth of knowledge to potential employers. If you're not already in the industry, you could be taking on professional social media responsibilities within months. If you're already a marketing professional, the Diploma is a great way to level up your abilities (and pay grade!).

What does the course cover?

- **Creating a blog and content marketing strategy**
- **Developing a comprehensive social media marketing strategy**
- **Mastering both mainstream and niche social media networks**
- **Creating a copy brief and evaluating a range of innovative options to write persuasive copy.**
- **Establishing a strong personal brand on social media**
- **Implementing email marketing for social media conversion**
- **Understanding how social media fits in with the broader marketing landscape**
- **How to develop a social media project plans and meet timelines, budgets and manage stakeholders.**

Key benefits

Nationally recognised

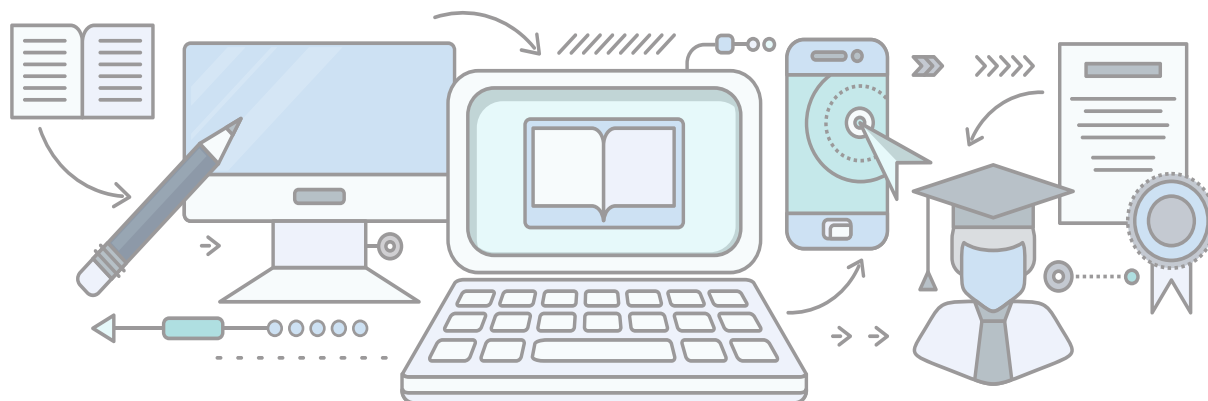
The Diploma of Social Media Marketing (10904NAT) is nationally recognised under the Australian Qualifications Framework. With articulations into several leading Australian Universities you will be able to continue your studies to develop your professional career.

One-of-a-kind

Not only is the Diploma nationally recognised, it is the first and only formal qualification in Social Media Marketing both here in Australia and worldwide. This formal qualification is a signal of quality to employers.

Practical

Get your head out of the books! This course is packed with real opportunities to practice as you learn. Upon commencement you will need to select a business which you will use as a case study throughout the whole Diploma. You will develop your own highly comprehensive social media marketing strategy, launch the strategy on your chosen social networks, and measure the performance. All with the assistance from our expert social media trainers. It's perfect for those already working in a marketing role, it's also a great way for total newbies to demonstrate the kind of results employers are looking for.



"The obvious benchmark for online courses. All online course operators should esteem to deliver in all aspects as well as Monarch does."

- Justin, Monarch Institute graduate

Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way. You'll get:

- Easy-to-follow course materials
- Videos and webinars
- Heaps of support from your course trainers (phone, email, Skype, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

What is the course duration?

Most students complete this qualification in nine to 12 months. This allows time to fit study around other work and social commitments. But if you're keen to get qualified sooner, it's possible; chat to one of our course consultants to find out how.

Your completion time frame depends on your previous education, work experience, time availability and work rate. For example, if you're completing your practical exercises as part of your work duties, you could kill two birds with one stone! Of course, if you're having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

What is the course structure?

This course is delivered completely online. This means you'll access your learning and assessment resources using an online portal. You can access this anywhere and anytime.

You'll need to study a total of eight nationally recognised units.

What are the entry requirements?

There are no formal entry requirements. Just bring your drive, motivation and passion for the industry. That said, if this is your first time studying at this level, we'll need to check your levels of English and maths before you enrol. People with disabilities are encouraged and supported to apply.

Course costs

Monarch's courses are competitively priced.

Check our website for the most up-to-date prices at **www.monarch.edu.au/courses** or call us on **1300 738 955**.

Nationally recognised units

NAT10904001 – Plan, implement and manage content marketing

In this topic you'll learn about content marketing, the foundation of your marketing strategy. This includes learning how to create high converting content and publishing your messages to the right audience.

SIRXMKT006 – Develop a social media strategy

You'll develop your very own social media strategy in this unit, and learn how to distribute the awesome content you create for your brand. After conducting an audit of your business you'll get to know all the mainstream social media platforms and develop a comprehensive mainstream social media marketing strategy.

NAT10904002 – Plan, conduct and optimise organic social media marketing

This unit will introduce you to emerging and mainstream networks which are utilised in the marketing world – Facebook, Instagram, LinkedIn, Twitter, YouTube, Snapchat, Pinterest, WeChat, TikTok, Messenger, and WhatsApp. You'll learn how to develop a strategy and understand how to increase the efficiency of each platform.

NAT10904003 – Plan, manage and optimise paid social media advertising campaigns

Ever wondered how those big brands get such great results using Facebook ads? In this unit we will look at how to develop paid social media advertising strategies on channels including – Facebook, Instagram, LinkedIn, Twitter and YouTube. You'll practice building campaigns, create effective advertisements and optimise delivery of paid social media marketing

NAT10904004 – Establish, build and leverage a personal brand on social media

Ever wonder what's behind all those 'social media-influencer' personalities? Or what makes some celebs so good at social, and others... less so? This unit is about how to build a strong personal brand on social media. This major project is all about you! Develop a personal brand marketing strategy for yourself and help accelerate your career with social media marketing.

NAT10904005 – Plan, implement and manage social media conversion strategies

Find out how to run a successful email marketing campaign, from strategy and resources to budget. You'll also learn about retargeting those customers in order to get the best results for your campaign.

BSBPMG430 – Undertake project work

Here we bring it all together with a unit on project management. You'll learn how to undertake a minor project, develop a plan, monitor it and review the outcome for improvement.

BSBMKG555 – Write persuasive copy

All good marketers need copywriting skills right? Here we dive into what makes good copy. We'll learn how to ensure our content has a purpose, is following a style and is persuasive. Good copy sells, after all.

BSBMKG552 – Design and develop marketing communication plans

Here we look at what you've learned so far and how it forms part of your overall marketing plan. You'll design and prepare a marketing plan and establish your success measures. You'll get to know all the mainstream social media platforms and develop a comprehensive mainstream social media marketing strategy.

Industry insights



An average of **2 million people sign up to social media channels every day**



Active social media users
Over 40% of the world's population
(and 88% of Australian's aged between 15 and 64 are active social media users)



Average daily social media usage is
nearly 2.5 hours



Global spending
74% of marketers continue to invest in social media marketing



Social media managers are in high demand with
employment opportunities increasing by an average of 22% over the next 5 years.



Social media managers are being paid a premium in the job market with salaries ranging from
\$70K – \$150K p.a.



Get the skills that employers really want.



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Delivered with care



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Jobs and career pathways

Key opportunities 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
- Brand Manager

Become a recognised social media expert

The uptake of social media amongst businesses isn't slowing down. More businesses are establishing a social media presence for the first time. Many more are growing their social budgets, posting more often, and producing higher quality content. But social media management isn't something you can just pick up. It's incredibly data-driven, creative, and disciplined. You can get in on the ground level of this growth by formalising your social smarts with a Diploma-level qualification from Monarch Institute.

Don't want to be a full time social media manager? No worries. The Diploma can help you add strings to your bow that'll help you stand out as a general marketing professional. After all, many reports suggest that businesses – especially smaller ones – are still more likely to handle their social media marketing internally. Being able to handle social media responsibilities, and deliver measurable results, is a plus for potential employers. And the variety of tasks will keep you on your toes.

Why choose Monarch Institute?

**You need a different learning experience.
We're ready to deliver.**

Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

Flexibility

- ✓ Fit study around work, family, life.
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Assessment turnaround in 5-7 business days with comprehensive trainer feedback

Enrol today

Chasing your dream job? Ready to level up in your career?
Start your 10904NAT Diploma of Social Media Management
with Monarch Institute today.



To discuss the course that's right for you call
1300 738 955



To find out more information email
info@monarch.edu.au



To enrol, visit our website
www.monarch.edu.au

