

Start your campaign for
a career in Marketing.



MARKETING COURSES

10904NAT Diploma of Social Media Marketing

CRICOS (105378D) / Duration 52 weeks

BSB60520 Advanced Diploma of Marketing and Communication

CRICOS (105348K) / Duration 76 weeks

For complete course information refer to ironwood.edu.au


Employment Pathways:

- » Content Marketing Strategist
- » Social Media Manager

- » Brand Manager
- » Marketing Manager

Ironwood Institute does not guarantee an employment outcome, licence, or accreditation at the completion of these qualifications.

 Monthly
Intakes

 Flexible
Payment
Plans

Qualification Description

Social media has continued to revolutionise the marketing landscape over the past decade and is now an essential component for all organisations. The world's first and only formal qualification in social media marketing, 10904NAT Diploma of Social Media Marketing is the qualification you need to accelerate your career by immediately applying your social media marketing skills to your chosen business or organisation

No occupational licensing, legislative or certification requirements apply to this qualification at the time of publication.

Units of Competency (Units)

Total Units = 9 Core units = 6 Elective units = 3

1. NAT10904001 Plan, implement and manage content marketing (Core)
2. SIRXMKT006 Develop a social media strategy (Core)
3. NAT10904002 Plan, conduct and optimise organic social media marketing (Core)
4. NAT10904003 Plan, manage and optimise paid social media advertising (Core)
5. NAT10904004 Establish, build and leverage a personal brand on social media (Core)
6. NAT10904005 Plan, implement and manage social media conversion strategies (Core)
7. BSBMKG541 Identify and evaluate marketing opportunities (Elective)
8. BSBMKG552 Design and develop marketing communication plans (Elective)
9. BSBPMG430 Undertake project work (Elective)

For further details about each unit of competency please refer to <https://training.gov.au/Training/Details/10904NAT>

Intake dates – 2023

11 Jan, 22 Mar, 31 May, 09 Aug

Duration

The course will be delivered in 52 weeks (one year). Full-time study for 42 weeks and a break period of 10 weeks between 4 study terms. Each study term is approx. 10 weeks long. The scheduled contact study per week is 20 hours.

The classes are scheduled per study week for two full days (9 am to 5 pm) and the third half-day (either 9 am to 1 pm or 1 pm to 5 pm). There are also additional 10 hours of self-study scheduled per study week for students.

Class times and days are subject to change after providing 2 weeks' notice to the students.



Ironwood's Diploma of Social Media Marketing students also receive:

- FREE access to the AMI SME Marketing Hub for one year.
- FREE AMI Affiliate Membership for one year giving them access to the AMI Community.
- Access to new content, resources, and virtual events from AMI on a regular basis.

Location of Delivery

Ironwood Institute is located at Level 3, 112-118 Rundle Mall, Adelaide 5000. The campus is in the heart of Adelaide City Centre, which offers an excellent blend of history, culture, modern lifestyle, and congenial learning environment. The site is well connected by public transport (bus, tram, and train).

Entry Requirements

- » **Age:** applicants must be 18 years or older at the time of course commencement.
- » **Academic:** applicants must have completed Australian year 12 or equivalent overseas qualifications
- » **English proficiency:** overseas applicants are required to demonstrate English language proficiency by one of the following options:
 - » Overall English language tests results: IELTS 5.5, with no band less than 5.0, or equivalent on PTE, CAE or TOEFL iBT.
 - » Certificate of completion from an Australian Senior Secondary School
 - » Certificate of completion from an Australian Qualification at a Certificate III level or above, within the last two years prior to the application
 - » Have completed at least 5 years of study in English medium in one or more of the following countries: Australia, UK, USA, Canada, New Zealand, South Africa, or the Republic of Ireland

- » Upper-Intermediate level certificate from an Australian ELICOS provider

All students are also required to undertake an Ironwood Institute Internal English test prior to course commencement.

Pre-requisites

Nil

Fees

For detailed fee and refund information, please see our website www.ironwood.edu.au

Course Type:

Accredited Course

Mode of Delivery

Face to Face training

Assessment Methods

Assessment methods include but are not limited to: Question and Answer; Case study; Work Sample; Projects; and Knowledge Tests.

Qualification

On successful completion of this course, you will be awarded the 10904NAT Diploma of Social Media Marketing. Students who successfully complete only one or more units of competency within this Qualification will receive a Statement of Attainment.

(By enrolling in this course, Ironwood Institute does not guarantee a learner will successfully complete and receive the qualification).



Qualification Pathways

BSB60520 Advanced Diploma of Marketing and Communication* or other Advanced Diploma qualification and Bachelor of Business (Marketing), Bachelor of Marketing and Communication or Bachelor of Commerce (Marketing).

Ironwood Institute does not guarantee an automatic pathway to a university degree and advises students to seek confirmation with the university.

* BSBMKG542 Establish and monitor the marketing mix and BSBMKG555 Write persuasive copy to be completed in addition to the three electives within the Diploma of Social Media Marketing as taught by Ironwood Institute to meet the pre-requisites.

Employment Opportunities

This Diploma of Social Media Marketing provides graduates with social media marketing knowledge and skills required to perform the following roles:

- » Marketing Director/Manager
- » Social Media Manager
- » Social Media Strategy Manager
- » Marketing Manager
- » Brand Manager
- » Social Media Strategist
- » Content Marketing Strategist
- » Community Manager
- » Digital/Social Media Coordinator
- » Digital Marketing Assistant
- » Communications Assistant

(Ironwood Institute does not guarantee an employment outcome, licence, or accreditation at the completion of this qualification).

Work-based Training

Not applicable

Work Placement

Not applicable

Material and Equipment Required

A laptop with the Microsoft Office package is required for this qualification.

Support Services

ironwood.edu.au/international/student-support/

Obligations and Rights of Learners

ironwood.edu.au/international/rights-and-responsibilities/

Institute Policies and Procedures

ironwood.edu.au/international/policies-procedures/

Consumer Protection

The [ESOS legislation](#) provides consumer protection to the enrolled students at Ironwood Institute. The written agreement, and the right to make complaints and seek appeals of decisions and action under various processes, does not affect the rights of the student to take action under the Australian Consumer Law if the Australian Consumer Law applies.

Overseas Students Health Cover

It is a [condition of student visas](#) that international students and accompanying dependents must hold valid [Overseas Student Health Cover](#) (OSHC) for the entire duration of their study in Australia. The OSHC rate will vary depending on the personal circumstances and duration of stay in Australia. OSHC is a private health care arrangement, equivalent to Australia's [Medicare](#) system, which helps cover the costs of medical treatments in and out of hospital, should you get sick or have an accident.

Ironwood Institute recommends OSHC provider [Australian Health Management \(AHM\)](#). However, this recommendation does not restrict you from obtaining OSHC from a provider of your choice.

To know more about OSHC:

<https://www.health.gov.au/resources/collections/overseas-student-health-cover-oshc-resources>

Qualification Description

This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications activities of an organisation. They analyse, design, and execute judgements using wide-ranging technical, creative, conceptual, and managerial competencies.

Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising, or public relations functions of an organisation.

No licensing, legislative, or certification requirements apply to this qualification at the time of publication.

Units of Competency (Units)

Total Units = 12 Core units = 4 Elective units = 8

1. BSBMKG622 Manage organisational marketing processes (Core)
2. BSBMKG623 Develop marketing plans (Core)
3. BSBMKG621 Develop organisational marketing strategy (Core)
4. BSBTWK601 Develop and maintain strategic business networks (Core)
5. BSBLDR601 Lead and manage organisational change (Elective)
6. BSBLDR602 Provide leadership across the organization (Elective)
7. BSBSTR602 Develop organisational strategies (Elective)
8. BSBMKG627 Execute advertising campaigns (Elective)
9. BSBSTR601 Manage innovation and continuous improvement (Elective)
10. BSBOPS601 Develop and implement business plans (Elective)
11. BSBMKG626 Develop advertising campaigns (Elective)

12. BSBMKG624 Manage market research (Elective)

For further details about each unit of competency please refer to <https://training.gov.au/Training/Details/BSB60520>

Intake dates – 2023

09 Jan, 03 Apr, 26 Jun, 18 Sep

Duration

The course will be delivered in 76 weeks (18 months). Full-time study for 62 weeks and a break period of 14 weeks between 6 study terms. Each study term is approx. 10 weeks long. The scheduled contact study per week is 20 hours.

The classes are scheduled per study week for two full days (9 am to 5 pm) and the third half-day (either 9 am to 1 pm or 1 pm to 5 pm). There are also additional 10 hours of self-study scheduled per study week for students.

Class times and days are subject to change after providing 2 weeks' notice to the students.

Location of Delivery

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Entry Requirements

- » **Age:** applicants must be 18 years or older at the time of course commencement.
- » **Academic:** applicants must have completed Australian year 12 or equivalent overseas qualifications
- » **English proficiency:** overseas applicants are required to demonstrate English language proficiency by one of the following options:
 - » Overall English language tests results: IELTS 5.5, with no band less than 5.0, or equivalent on PTE, CAE or TOEFL iBT.
 - » Certificate of completion from an Australian Senior Secondary School
 - » Certificate of completion from an Australian Qualification at a Certificate III level or above, within the last two years prior to the application
 - » Have completed at least 5 years of study in English medium in one or more of the following countries: Australia, UK, USA, Canada, New Zealand, South Africa, or the Republic of Ireland
 - » Upper-Intermediate level certificate from an Australian ELICOS provider

All students are also required to undertake an Ironwood Institute Internal English test prior to course commencement.

Pre-requisites

Entry to this qualification is limited to those who have completed the following units (or equivalent competencies):

- BSBMKG541 Identify and evaluate marketing opportunities;
 - BSBMKG542 Establish and monitor the marketing mix;
 - BSBMKG552 Design and develop marketing communication plans;
 - BSBMKG555 Write persuasive copy; and
 - BSBPMG430 Undertake project work.
- Equivalent competencies are predecessors to these units, which have been mapped as equivalent. or
- Have four years equivalent full-time relevant work experience.

Fees

For detailed fee and refund information, please see our website ironwood.edu.au

Course Type:

Accredited Course

Mode of Delivery

Face to Face training

Assessment Methods

Assessment methods include but are not limited to: Question and Answer; Case study; Work Sample; Projects; and Knowledge Tests.



Qualification

On successful completion of this course, you will be awarded the BSB60520 Advanced Diploma of Marketing and Communication. Students who successfully complete only one or more units of competency within this Qualification will receive a Statement of Attainment.

(By enrolling in this course, Ironwood Institute does not guarantee a learner will successfully complete and receive the qualification).

Qualification Pathways

Some examples of pathways after this course have been completed include, but are not limited to: Bachelor of Business (Marketing), Bachelor of Marketing and Communication, and Bachelor of Commerce (Marketing).

(Ironwood Institute does not guarantee an automatic pathway to a university degree and advises students to seek confirmation with the university) Please refer to Ironwood University Pathways on our website ironwood.edu.au for further details.

Employment Opportunities

Job roles and titles vary across different industry sectors. For those with appropriate work experience, knowledge, and skills gained from this Advanced Diploma can help the candidate to take on the following management positions which include but not limited to:

- » Account director
- » Account planning manager
- » Client services director
- » Client services executive
- » Global, national, or regional marketing manager
- » Marketing strategist

(Ironwood Institute does not guarantee an employment outcome, licence, or accreditation at the completion of this qualification).

Work-based Training

Not applicable

Work Placement

Not applicable

Material and Equipment Required

Not required

Support Services

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Obligations and Rights of Learners

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Ironwood Institute recommends OSHC provider [Australian Health Management \(AHM\)](#). However, this recommendation does not restrict you from obtaining OSHC from a provider of your choice.

To know more about OSHC:

<https://www.health.gov.au/resources/collections/overseas-student-health-cover-oshc-resources>

Why Ironwood Institute

Australian national accredited qualifications

Strong student support

Great training facilities

Pathways to Universities

Industry trained academic staff

Individual learning approach

Why Adelaide

Affordable cost of living

Cultural hub of Australia

Capital city with a friendly heart

Mild climate

Public transport discounts

City with hills, beaches & wineries

Why study Marketing in Adelaide, SA

Ironwood Institute marketing courses teach the skills employers need both for now and in the future. New technologies and changing the media landscape require marketers to be quick learners with relevant skills.

The Diploma of Social Media Marketing and the Advanced Diploma of Marketing and Communication is designed to make work-ready graduates for marketing jobs.

How to apply

You can apply online or download the application form in pdf at www.ironwood.edu.au/apply

or contact us on +61 8 8227 0300 | E-mail: admissions@ironwood.edu.au



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