10118NAT DIPLOMA OF SOCIAL MEDIA MARKETING

COURSE OUTLINE

Social media has revolutionised the way in which we create, consume and share information and has fundamentally changed the way in which people across the world communicate with each other. Social media marketing allows organisations to communicate and engage with their target audience on a personal level as frequently as they desire, creating a significant opportunity to foster relationships, increase sales leads and ultimately drive revenue. In today's rapidly evolving business and technology landscape, organisations need to take advantage of the incredible opportunities that social media has to offer.

In January, 2018, We Are Social reported that there are over 3 billion active social media users across the global, which equates to a global penetration of 31%. According to IAB Australia's 2017 report, spend on social media marketing has grown exponentially, increasing at 40% year on year from 2010 to 2017. Additionally, Hays Recruiting Experts and Wanted Analytics have confirmed that hiring of social media roles has increased by 20% per annum from 2010 to 2017.

To demonstrate the growing demand for people with social media marketing qualifications and experience, a job profile/analysis was conducted based on job descriptions of employees currently working in the industry. The analysis used focus groups comprised of industry representatives and included the following job search facilities: jobsearch.gov.au January 2018; au.indeed.com; www.seek.com.au January 2018; and www.careerone.com.au January 2018. The job profile/analysis found there were over 16,000 job opportunities available for social media marketing specialists in Australia alone.

The analysis also identified the skill and knowledge requirements of a social media marketing specialist. It guided the qualification structure, the core enterprise units of competency included in this course, and the selection of elective Training Package units.

These social media/digital specific job profiles include, but are not limited to:

1.	Marketing Manager	6.	Social Media / Community Manager
2.	Social Media Manager	7.	Digital Marketing Strategist
3.	Social Media Consultant	8.	Digital Marketing Manager
4.	Social Media Strategist	9.	Content Marketing Manager
5.	Social Media Coordinator	10.	Content Strategist

QUALIFICATION REQUIREMENTS

To attain a Diploma of Social Media Marketing, students are required to successfully complete a total of eight (8) units of competency comprising:

- 5 core enterprise units of competency; and
- 3 elective national units of competency.

Learners must be deemed competent in the pre-requisite unit(s) of a unit prior to the determination of competency in the unit.

QUALIFICATION UNITS OF COMPETENCY

Consistent with the qualification packaging rules, the units listed below will be delivered for this qualification. The code and title of each unit is provided as well as an indication of core enterprise (core) units, elective national units (Elec), pre-requisite units (Pre), and nominal hours required to deliver the course.

ONLINE DELIVERY

CORE UNITS

Students must complete all five of the following core units.

SMMBCM501A Plan, implement and manage blog and content marketing

SMMMSM502A Plan, implement and manage mainstream social media marketing strategies

SMMNSM503A Plan, implement and manage niche social media marketing strategies

SMMBPB504A   Establish and build a strong personal brand in social media

SMMEMS505A Plan, implement and manage email marketing

These elective units have been selected:

BSBMKG502   Establish and adjust the marketing mix

BSBMKG507   Interpret market trends and developments

BSBMKG515   Conduct a marketing audit

COURSE DELIVERY

Environment & Location

Learning will take place in a real and simulated environment using procedures, information and resources typical of a workplace.

The environment where the qualification will be delivered includes:

- Institutional Delivery
- Simulated work/industry environment
- Blended delivery
- Work in industry/work placement
- Other

Assessment for some units of competency in this Diploma will be conducted in a real environment whereby students are required to develop and implement a social media marketing strategy for a real-world business.

The location of training support facilities for this qualification is:

- Rose Training, Suite 28, 115 Wickham St, Fortitude Valley
- Rose Training, Suite b, 8 Short St, Fortitude Valley

Volume of Learning

The Volume of Learning for a Diploma of Social Media Marketing is 1200 - 1435 hours, comprising of:

- 580 hours of supervised instruction (nominal hours); and
- 630 - 825 hours of unsupervised activities.

This equates to approximately 28 hours per week over one year.

Learning Activities

In each core unit, every sub-topic has learning activities whereby students need to complete the activity and may provide feedback on the activity in the discussion forum.

These learning activities encourage the students to read third party resources, research industry insights, develop their own social media marketing strategies and so on. This is all included in the unsupervised learning time.

The unsupervised activities include:

- Formal practice activities
- research
- workplace practice and application of skills
- additional reading and exploration of suggested resources
- interacting with other learners on both the learning platform forum and the social media pages associated with the course
- commenting and discussing the learning activity contribution of others (social learning)
- discussions and check-ins with the trainer or course facilitator
- self-paced study to revise learning materials
- study planning
- assessment preparation and completion

A Statement of Attainment will be issued for any unit of competency successfully completed if the full qualification is not completed.

MODE OF DELIVERY

The learning environment, activities, learning materials and assessment will simulate workplace situations, where applicable. The primary tool used throughout the course is the application of all new skills and knowledge to the student's chosen organisation – providing a real-world context to all theory-based training.

Learning will be carried out through:

- Case studies;
- Project based learning;
- Multimedia presentations and instruction;
- Group discussion; and
- Online discussions and participation using social media groups

FOR ONLINE DELIVERY:

- Students will receive learning content through a Learning Management System (LMS), populated with a selection of written copy and rich media content (including videos, infographics, imagery, podcasts).
- Social learning will occur through interaction with other students in the LMS forum, or through social media platforms associated with the course.
- Learning support is available to students through trainer/facilitator contact (typically email, video call, phone and messaging).
- In addition to core learning materials, students are provided with suggested extra reading and resources to supplement and extend their course content (for learners who seek additional challenge, or need extra support materials).
- Practice activities are provided for learners, enabling them to use newly acquired skills prior to undertaking assessment tasks. Most practice activities require learners to upload their work to the platform, enabling other students and trainers to comment, guide and provide feedback.
- Assessment activities are delivered through the LMS whereby the students can download the assessment, complete and re-upload for submission.

The course learning, skills practice and assessment tasks will expose participants to real social media environments, work environments, workplace examples, case studies, demonstrations, practical sessions and/or workplace simulations. The incorporation of real social media environments will differ for each unit of competency and may include:

- Facebook group(s);
- LinkedIn group(s);
- Blog/website for the class to post content and analyse search engine optimization (SEO) results.

When training and assessment is to be conducted wholly or partially within a simulated environment, in order to be valid and reliable, the simulation will closely represent what actually occurs in the workplace and replicate an actual work setting.

Any workplace/simulated environment used will provide opportunities for learners to:

- Test the full range of skills and knowledge;
- Use up-to-date equipment and resources;
- Reflect time pressures and deadlines;
- Show the complexity of dealing with multiple tasks;
- Involve prioritising among competing tasks;
- Deal with clients;
- Work with others in a team, if relevant;
- Communicate with diverse groups, if relevant;
- Find, discuss and test solutions to problems;
- Answer practically oriented, applied knowledge questions; and
- Show the level of written and verbal expression sufficient for, but not exceeding, the work requirements.

As required by the Standards for Registered Training Organisations (RTOs) 2015, RTOs delivering this course will determine the support needs of individual learners and provide access to educational and support services necessary for the learner to meet the requirements of the course.

Diploma of Social Media Marketing graduates may choose to extend their training to the Advanced Diploma of Marketing and the Advanced Diploma of Business.

Diploma of Social Media Marketing graduates may choose to extend their training to the Bachelor of Marketing with universities with whom matriculation agreements exist, currently Southern Cross University, University of South Australia, and Edith Cowan.

PRIOR EDUCATION:

It is recommended that learners have an understanding of basic business and marketing concepts, which may have been acquired through previous training programs, qualifications and/or work experience in business and marketing management.

Although there are no pre-requisites for this qualification, students at Rose Training Australia must meet the following entry requirements to obtain admission in this training product:

- Preferably completed a ICT30115 Certificate III in Information, Digital Media and Technology or other relevant AQF qualification, or
- Age of 18 years or over,
- Successfully complete the Pre-Training Review.

ENGLISH:

This course requires learners to read comprehensive learning texts, journals and articles, undertake a range of written assessments, undertake independent research activities and engage in online forums and discussions.

As such, entry to the course requires the successful completion of English to Year 12 level. Where prospective learners have not successfully completed English at Year 12 level, they can demonstrate equivalency in one of the following:

- Successful completion of a Nationally Recognised Training qualification at Certificate III level or higher; or
- ACER's Core Skills Profile for Adults Level 3 or above; or
- 2 years relevant industry experience in a role that requires the use of written documentation and communication.

COMPUTER / TECHNOLOGY REQUIREMENTS:

Hardware and Software Requirements

All users:

- Microsoft Office 2010 or equivalent
- Broadband internet connection
- 2GB RAM
- Adobe Read XI or equivalent

Windows users:

- Microsoft Windows 7 or higher (Windows 8 recommended)
- 1 Ghz or faster processor (2Ghz recommended)
- Adobe Flash player 10 or higher

Mac OS users:

- Mac OSX v10.5 or higher (Mac OSX v10.6 recommended)
- 1 Ghz or faster processor (2Ghz recommended)
- Adobe Flash player 10 or higher

SKILL REQUIREMENTS:

To successfully complete this course, learners will require intermediate computing skills. This includes:

- Creating, saving and editing Microsoft Office Documents
- Accessing and searching the internet
- Downloading, uploading and saving documents from websites
- Participating in online discussions

Equipment required:

- Learners must have access to a computer, smart device and the internet.

Case study organisation:

- Access to an organisation which the student can use as a case study for the assessments. This organisation can be the student's own business, one in which they work for, volunteer for, or a hypothetical business made up for the purpose of the assessment.

Price: $3885 - $1500 pre course and the balance per arranged schedule

QUESTIONS?

If you have any questions regarding this information pack, or any of our courses, please get in contact by:

- **Phone:** (07) 3038 3048 • **Email:** admin@rosetraining.com.au • **Live Chat at**: www.rosetraining.com.au

One of our friendly team is looking forward to hearing from you!