

CRICOS CODE: 114878J

10904NAT- Diploma of
Social Media Marketing

Courses overview

The Diploma of Social Media Marketing is a cutting-edge qualification that sets the standard for social media education worldwide. Developed in partnership with esteemed registered education providers, this diploma is the first of its kind in Australia and globally.

Our collaboration with top-notch specialists ensures that students have access to this qualification in various locations and flexible learning formats. At Social Media College, we take pride in our diverse team of experts, which includes world-renowned social media gurus, industry trainers, learning designers, university advisors, marketing strategists, seasoned business owners, and career consultants. This collective expertise combines to provide you with an unparalleled social media education experience.

<https://training.gov.au/Training/Details/10904NAT>

DELIVERY MODE

This program is delivered in the classroom, Structured Self-Study & Simulated Business Environments

DURATION

This course is designed to be completed over 52 weeks (including 12 weeks of holidays)

STUDY LOAD

16 hours of classroom training per week and structured self-study of 4 hours per week.

Who should apply for this course and why?

This course is targeted at international students who are:

- ✓ Social Media Manager
- ✓ Digital Marketing Strategist
- ✓ Brand Manager
- ✓ Content Marketing and Social Media Specialist
- ✓ Community Engagement Manager

This course offers a pathway for further studies. You may be interested in undertaking further qualifications, such as:

- ✓ BSB50420 – Diploma of Leadership and Management
- ✓ BSB60520 – Advanced Diploma of Marketing and Communication
- ✓ BSB80120 – Graduate Diploma of Management (Learning)

Course Credit

You can apply for recognition of existing qualifications or skills, knowledge, and experience (credit transfer or recognition of prior learning) as per the information included in our International Student Handbook, which is available at

[Vigil International College Handbook](#)

If you are granted course credit, this will affect your course fees as well as the duration of your course. We will advise you in writing of changes to fees or course duration as a result of the credit. You will also be issued with a new Confirmation of Enrolment.

For any questions about course credit, contact us at the details shown below.

What are the Entry Requirements?

There are no pre-requisites required to enter this training program 10904NAT Diploma of Social Media Marketing. However, Vigil International College screens learners according to the following criteria:

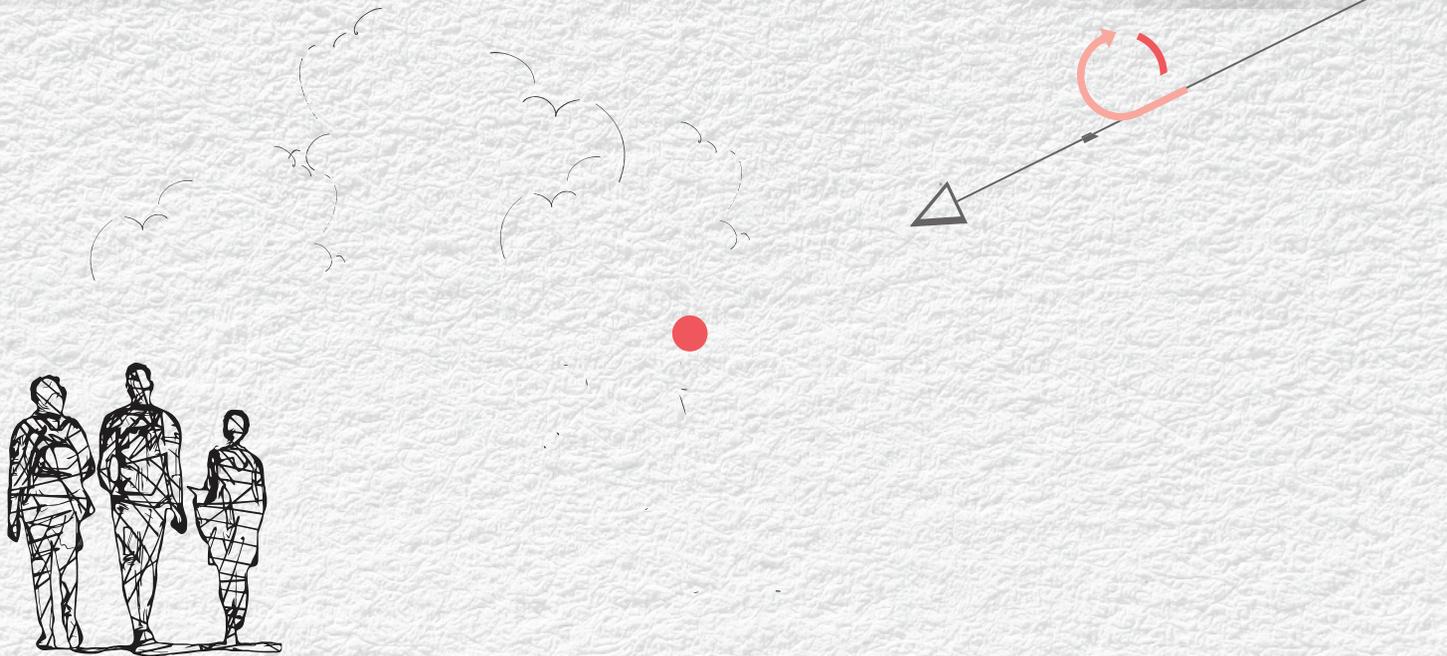
- ✓ Must be 18 years or older
- ✓ Have sound language, literacy, and numeracy skills* (at least Year 10 English, or equivalent)
- ✓ Have basic computer skill
- ✓ Must hold a valid visa to study

ENGLISH LANGUAGE TEST PROVIDER	MINIMUM TEST SCORE <i>Equivalent to IELTS 6.0</i>	MINIMUM TEST SCORE <i>Equivalent to IELTS 5.0</i>
IELTS	6.0	5.0
TOEFL IBT	60	35
PTE	52	36
CAE	169	154
OET	PASS	
DUOLINGO	105	

What can I Expect?

The following units are included in this course, and all are required for the award of the qualification. Students who only complete some units will be awarded with a Statement of Attainment for units successfully completed.

UNIT CODE	UNIT TITLE	CLASSIFICATION
NAT10904001	Plan, Implement and manage content marketing	CORE
SIRXMKT006	Develop a social media strategy	CORE
NAT10904002	Plan, conduct and optimize organic social media marketing	CORE
NAT10904003	Plan, manage and optimize paid social media advertising	CORE
NAT10904004	Establish, build and leverage a personal brand on social media	CORE
NAT10904005	Plan, implement and manage social media conversion strategies	CORE
BSBMKG552	Design and develop marketing communication plans	CORE
BSBFIN501	Manage budgets and financial plans	CORE
BSBPMG430	Undertake project work	CORE



Training and assessment information

This course is delivered face-to-face in a classroom-based setting, as well as through structured self-study.

The timetable for this course will be advised in your Offer Letter and Student Agreement. You are required to attend classes for 14 hours per week, as well as complete 6 hours of structured self-study per week for 80 study weeks (8 terms of 10 weeks each). Holiday breaks are as indicated in your timetable.

You will also need to complete assessments for this course which may include:

- ✓ Written Questions
- ✓ Presentations
- ✓ Role plays/observations
- ✓ Case Studies
- ✓ Reports

At the beginning of each unit, your trainer and assessor will outline the assessment tasks that must be completed.

Your classes will be conducted in modern classrooms, and you will be able to access Wi-Fi. There are also areas for you to relax, as well as conduct additional study.

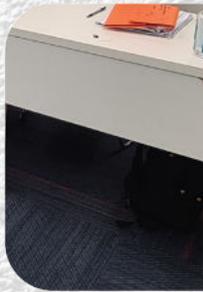
You will be provided with a Student Guide relevant to each unit in your course.

Course Progress and Attendance

Satisfactory course progress and attendance is very important in order to meet visa requirements.

Please read the International Student Handbook carefully for more information.

You will also be provided with further information about course progress and attendance requirements at your orientation.



Student Support

We offer the following in relation to support and welfare.

- ✓ One-to-one support from the trainer/assessor
- ✓ Support with personal issues
- ✓ Access to additional learning resources
- ✓ Reasonable adjustment in assessment
- ✓ Social events
- ✓ Information about external sources of support

You may not have studied for a while, may have English as a second language or need additional assistance with literacy or numeracy.

We will identify any additional support needs you may have at the time of application and enrolment and may prepare a Student Support Plan for you based on those needs.

Resource Requirements

You are required to bring your own laptop with Office 365 (or similar program) to all classes. These costs are not included in your course fees. Specifications for laptops and associated costs are included below.

Windows

SPECIFICATION	MINIMUM REQUIREMENTS
Processor	Intel® or AMD processor with 64-bit support*; 2 GHz or faster processor Microsoft Windows 10
Operating system	Microsoft Windows 10
RAM	10 GB or more of RAM (8 GB recommended)
Hard disk space	3.1 GB or more of available hard-disk space
Monitor resolution	1024 x 768 display (1280x800 recommended) with 16-bit colour and 512 MB or more of dedicated VRAM; 2 GB is recommended.
Graphics processor acceleration requirements	OpenGL 2.0-capable system
Monitor resolution	Internet connection and registration are necessary for required software activation, validation of subscriptions, and access to online services.

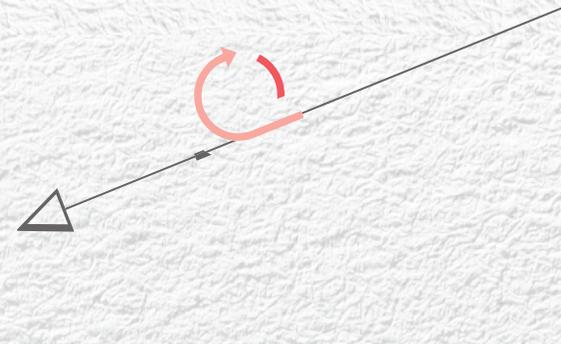
macOS

SPECIFICATION	MINIMUM REQUIREMENTS
Processor	Multicore Intel processor with 64-bit support
Operating system	Big Sur
RAM	2 GB or more of RAM (8 GB recommended)
Hard disk space	4 GB or more of available hard-disk space for 64-bit installation; additional free space required during installation.
Monitor resolution	1024 x 768 display (1280x800 recommended) with 16-bit colour and 512 MB or more of dedicated VRAM; 2 GB is recommended
Graphics processor acceleration requirements	OpenGL 2.0-capable system
Monitor resolution	Internet connection and registration are necessary for required software activation, validation of subscriptions, and access to online services.

SOFTWARE	ASSOCIATED COST
Office 365	\$129 annually
Laptop details	Associated costs
Any laptop that meets the specifications above	\$450 (approximate only)

How much does it cost?

ONSHORE STUDENTS	\$9,000.00
OFFSHORE STUDENTS	\$12,500.00
ENROLMENT FEE	\$300.00
MATERIAL FEE	\$600.00



You can find this info for each course under “Course Fee” on [our website](#).

A detailed payment plan and payment arrangements are provided in the Offer Letter and Student Agreement. You must pay all of your course fees and on time. Non-payment of fees may result in cancellation of enrolment.

You are also required to take out Overseas Health Insurance Cover before arriving in Australia. Vigil International College provides details of OSHC providers in the International Student Handbook. You can approach any of these providers to find out costs and organise your cover.

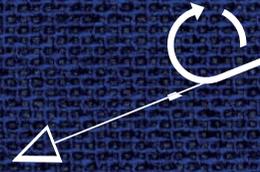
Additional costs associated with living in Australia are outlined in the International Student Handbook. You should carefully review these costs in relation to budgeting. Further information can be found at

<https://www.studyinaustralia.gov.au/english/live-in-australia/living-costs>

How can I apply?

To apply for this course, you are required to complete an enrolment form and submit all required supporting evidence including copies of your:

- ✓ High School Certificate
- ✓ Proof of English language proficiency as specified in the entry requirements



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<https://vigilinternationalcollege.edu.au>

