

Dual Diploma of Social Media Marketing with Artificial Intelligence + Certificate IV in Marketing and Communication

11426NAT

BSB40820






 This course is currently being updated, with enrolment expected to open from 15 April.

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17 units



24-months self-paced



Part-time: approx 16–18 months

Full-time: approx 14 months

Course summary

Our Dual Diploma of Social Media Marketing with Artificial Intelligence + Certificate IV in Marketing and Communication is perfect for those looking to kickstart their career in digital marketing. You'll develop social media skills to increase your online presence, both organic and paid, develop your brand identity on social channels, and drive users to your website to become paying customers. You'll also learn key marketing skills to provide support to internal stakeholders and the wider team to deliver marketing projects. This includes the creation of communications plans, analysing consumer behaviour, and executing marketing campaigns.

In-demand skills you'll learn

- > Identify and evaluate marketing opportunities by analysing market data.
- > Develop social media strategies and review social media performance.
- > Establish both organic and paid social media presence to increase brand reach.
- > Plan, implement, and manage conversion strategies, including copywriting and retargeting.

Benefits of studying with us

- > Study anytime, anywhere with Wi-Fi. Our online courses are fully self-paced with 24/7 access to our learning hub.
- > Enjoy unlimited study support via calls, live chats, and emails between 9:00 am and 6:00 pm on weekdays. Have a question outside these hours? Submit a support ticket and we'll get back to you as soon as we can.
- > Access one-on-one coaching with industry professionals for any unit or assessment questions you may have. You can book as many coaching sessions as you want throughout your studies (including some after-hours slots).
- > Fit your study around your lifestyle – not the other way around. Our 24-month enrolments ensure you're not rushed. Plus, we offer generous extension and deferral options that you can take advantage of.
- > Breathe easy with our 30-day cooling-off period. If you change your mind, you can withdraw for a full refund, minus a \$250 administration fee.

Course structure

CAL has developed this dual qualification in consultation with industry experts. **We've hand-selected these 17 units in line with industry expectations.** (Please note these may not be in order.)

UNIT CODE	UNIT TITLE
BSBPMG430	Undertake project work
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
NAT11426001	Plan, create and optimise marketing content with artificial intelligence
NAT11426002	Plan, conduct and optimise organic social media marketing with artificial intelligence
NAT11426003	Plan, implement and optimise paid social media advertising with artificial intelligence
NAT11426004	Plan, implement and manage social media conversion rate optimisation with artificial intelligence
SIRXMKT006	Develop a social media strategy
BSBMKG433	Undertake marketing activities
BSBMKG435	Analyse consumer behaviour
BSBMKG439	Develop and apply knowledge of communications industry
BSBMKG437	Create and optimise digital media
BSBESB404	Market new business ventures
BSBCRT413	Collaborate in creative processes
BSBCRT412	Articulate, present and debate ideas
BSBCMM411	Make presentations
BSBWRT411	Write complex documents



This course is delivered in partnership with Social Media College (SMC).

Entry requirements

To be eligible to enrol in our online qualifications, our students are required to:

- > Be 18 years or older at the time of registration.
- > Demonstrate an [ACSF Level 3](#) competency in English language, literacy, and numeracy skills.

Please refer to the relevant CAL policies and [the student handbook](#) for full details of the entry-level requirements' procedure.

Technical requirements

You'll need regular access to a laptop or desktop computer with the following:

- > An adequate and reliable internet connection.
- > The equivalent of Microsoft Office or Office for Mac (for example, Word and Excel).
- > A PDF reader installed.
- > Full permissions to install and access third-party software as required.
- > An adequate built-in camera to undertake video calls for assessments.
- > The latest version of Chrome (recommended, but not required).
- > Access to commonly used social media platforms and digital marketing tools, such as Canva, Google Analytics, Meta Business Suite, TikTok, LinkedIn, YouTube, and X.

Please check to ensure your device/s align with the system requirements for our major services:

- > [Brightspace D2L](#) – our learning management system (LMS) platform.
- > [Zoom](#) – our video call platform.
- > [Respondus](#) – our quiz assessment platform.
- > [Vimeo](#) – our video embedding platform.

Fees and payment

We like to be upfront about our fees, and you'll always have the opportunity to see your complete schedule of fees before you make any payments. You may have already received the current payment options for this course from your learning consultant via email. However if you haven't, please reach out to them and ask about the fees and payment options for this course.

FEE-HELP and VET loans

In order to maintain the high quality training we're so proud of, we are not affiliated with FEE-HELP schemes or VET student loans, and remain a fee for service provider. We understand the financial pressure and concerns that come with undertaking study, so we keep our prices highly competitive and offer flexible payment plans to suit all budgets and lifestyles. You can reach out to us anytime on 1300 907 870 to discuss a plan that suits you.

30-day cooling off period

If you choose to withdraw within our 30-day cooling-off period, you'll receive a full refund minus the \$250 administration fee. This fee covers the costs of enrolling (and withdrawing) you in the course. It also compensates the time of any learning coaches or support team members who assisted you during your short time with us.

After this period of time, if you wish to stop payments, you'll need to provide evidence of hardship as outlined in [our refund and cancellation policy](#) and [course withdrawal policy](#).



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FAQs

Recognition

Where is this qualification recognised?

The College for Adult Learning is a Registered Training Organisation TOID 22228 and all of our Certificate IV and Diploma qualifications adhere to the Australian Qualification Framework (AQF). They are Nationally Recognised and internationally respected qualifications, issued on behalf of the Australian Government.

Course structure

How is the course delivered?

The course is 100% online and self-paced, so you can study on your own terms. Make your way through the units with clear tutorials, supporting content downloads, as well as regular checkpoints to test and strengthen your learning along the way. You'll complete a combination of quizzes, written activities, and practical assessment tasks to demonstrate your skills.

What are the assessments?

There are no exams for the course. All assessments involve practical and job-ready applications based on your workplace or provided case studies which supersede the workplace requirements. There are different assessment elements, including interactive simulation and role play activities. These activities are conducted with a learning coach and may need to be completed with others (e.g. coworkers, friends or family) in real-time through Zoom or in a pre-recorded video.

Video assessments allow us to assess your interpersonal skills needed for management roles. This is an innovative method to engage with your learning by acting out crucial situations you would encounter in the workplace, in a safe environment with an industry expert. You'll be able to hone your new skills in real-time with your learning coach and get valuable feedback so you can confidently demonstrate your learning in the workplace.

How is the course delivered?

Our courses are completely self-paced, meaning you can study around your lifestyle. No strict deadlines, no inflexible classes to work around, no pressure to work to someone else's schedule. Depending on the time you commit and your learning style, studying part-time could see you complete the course in approximately 18 months. You'll have the freedom to study when it suits you with our generous 24-month enrolment period.

FAQs

Course duration flexibility

When can I start?

We have no restrictive intake periods, so you can start as soon as we've processed your course registration and official enrolment form. This is typically done in as little as two business days. We also have options to start your payment plan while delaying your course commencement date until you're ready to begin studying within three months.

What if I fall behind?

Our courses are completely self-paced, so you don't need to keep up with a class or work to strict deadlines. As a CAL student, you'll receive an individual learning plan that is tailored to your study needs, this helps create structure and set guidelines to help you stay on track to complete your studies. We cater to adult learners and understand that life can sometimes get in the way, so if you find yourself falling behind, you can speak to our student support who will be able to advise you of all your options, revisit your learning plan, and help you get your study back on track.

Support

What support is provided?

All support is provided by CAL, you can book in coaching calls when you need them as well as send through support requests to be answered by our learning coaches and student success advisors. You can even get quick answers from our live chat with student support.

I work full-time, can I access my learning coach after hours?

Our learning coaches work late on selected nights of every week, so we are happy to book in after-hours calls. We have students across all timezones, so our learning coaches are conscious of accounting for time differences.

FAQs

RPL and credit transfer

Does CAL offer recognition of prior learning (RPL) and credit transfer?

If you're a highly experienced professional and currently hold an extensive level of knowledge, competence, and ability in your field, you may be eligible for RPL (recognition of prior learning). You can RPL particular units, or a whole course. To be successful in your RPL application, you'll need to provide comprehensive evidence of prior work experience, including workplace documents and strategies you've created.

We also offer credit transfers. If you've previously completed a unit(s) within the course you wish to enrol in, you may apply for a credit transfer so you don't have to complete the unit again. You can also apply for a credit transfer for a unit that you've completed that is not listed in the course you are enrolling but is in the training package.

For more information on RPL and credit transfers, please speak to one of our learning consultants.

Career outcomes

With a strong foundation in social media marketing, some common career pathways are:

MARKETING EXECUTIVE

\$80,000

SOCIAL MEDIA MANAGER

\$86,000

DIGITAL MARKETING COORDINATOR

\$100,000

Salaries sourced from Glassdoor.com.au

Next steps



Enquire

Enquire and connect with a learning consultant.

YOU ARE HERE



Register

Register for your course with your learning consultant and choose your payment plan.



Enrol

Complete your enrolment form with our enrolments team.



Study

Start studying and get access to our learning platform.

START TOMORROW

Our learning consultants are here to help you find the right study path for your career.

Now that you've enquired, the next step is to apply to enrol. You'll be put in contact with your own learning consultant to guide you through the registration and enrolment process and get you started in your exciting new course with CAL.

APPLY NOW



Australian
Qualifications
Framework 


NATIONALLY RECOGNISED
TRAINING

1300 907 870
collegeforadultlearning.edu.au

COURSE GUIDE