

11302NAT

# Certificate IV in Social Media and Digital Marketing

## About this course

The Certificate IV in Social Media and Digital Marketing will equip you with essential skills and knowledge you need to thrive in the fast-paced world of social media. This course is ideal if you're new to the field of digital marketing and looking to kickstart your social media career. By completing this course, you'll gain practical skills and knowledge in using a range of social media and digital marketing platforms.

## What will I learn?

- Creating engaging content for different social media platforms, like TikTok, Instagram, YouTube and more
- Interacting with and managing customers on social media
- Developing email, instant messaging and SMS campaigns
- Promoting yourself as a professional on LinkedIn
- Reviewing the performance of social media posts and content
- Communicating with clients and negotiating brand collaboration deals
- Running social media advertising campaigns

Throughout this course, you'll develop your skills in using a wide range of industry-respected social media tools. You'll gain experience in setting up and configuring various platforms. You'll also discover how to use industry-respected tools such as Meta Business Suite, TikTok Business Center, CapCut, Hootsuite and more.

## What are the entry requirements

### International students:

- Have completed Australian Year 12 (or equivalent)
- Be at least 18 years of age
- Hold IELTS 6.0 English language equivalence if a non-native English speaker
- Have access to a computer, reliable internet connection and a smartphone with a working camera.

## Career Opportunities

- Social Media Coordinator
- Digital Marketing Assistant
- Social Media Community Manager
- Digital Marketing Officer
- Digital Marketing Automation Coordinator
- Social Media Assistant

## Course Overview



Qualification  
**Certificate IV**



CRICOS code  
**117245G**



Study mode  
**Blended learning**



Duration  
**52 weeks**



Units  
**9 Units of Competency**

# Course Units

Unit code	Unit name	What you'll learn
NAT11302002	Deploy and report on social media based performance marketing	In this unit, you'll discover how to use run advertising campaigns across a range of social media platforms. You'll build your ability to set up advertising accounts, implement tracking, create ads, apply targeting and more.
SIRXMKT002	Use social media to engage customers	This unit will develop your skills in using social media platforms to communicate with customers. Discover how to research emerging trends, promote products, showcase special offers and more.
NAT11302004	Apply basic subscription services for email and messaging marketing	This unit explores email, SMS and direct messaging marketing campaigns. You'll learn how to create landing pages, prepare social media posts, use email subscriber lists, perform A/B testing and more.
NAT11302005	Present personal influence in social media	Learn how to use social media platforms like LinkedIn to promote yourself as a marketing professional. Also discover how to create great content and form brand partnerships as a social media creator and influencer.
NAT11302001	Write and use documents required for digital implementation	Discover how to record important details as you move through developing a marketing campaign for a client. You'll learn how to interview clients, work with designers, build content calendars and more.
NAT11302003	Deploy and report on web-based performance marketing	Learn how to promote an organisation using a range of online advertising platforms. Gain skills in setting up advertising accounts, developing targeting strategies, launching advertising campaigns and optimising ad performance.
SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms	In this unit, you'll learn how to use social media ethically and professionally as an employee. You'll build your knowledge of terms of service, codes of conduct and more.
SIRXOSM001	Identify and review social media and online platforms for organisational use	In this unit, you'll build your skills at reviewing a business's social media profiles. You'll explore how to use different platform functions, determine key target audiences for different social media platforms and more.
ICTWEB306	Develop web presence using social media	Discover how to use social media to drive traffic to a brand's website. In this unit, you'll explore how to set up different social media tools, test applications, review different social media approaches and more.