



MARKETING

10904NAT

Diploma of Social Media Marketing



This Course Outline applies to Young Rabbit Pty Ltd (ABN: 28 003 381 182 RTO number: 90396) trading as Australian Pacific College CRICOS Provider: 01331F

Welcome to Australian Pacific College and to your Marketing, Communications and Social Media courses. We hope you enjoy your time at Australian Pacific College and that you find your course a useful program for your professional development in the field of Marketing, Communications and Social Media. In this booklet you will find information about our marketing courses - Certificate IV in Marketing and Communication, Diploma of Marketing and Communication, Advanced Diploma of Marketing and Communication and the Diploma of Social Media Marketing.

10904NAT Diploma of Social Media Marketing

Aims

This Diploma of Social Media Marketing aims to provide graduates with social media and digital marketing knowledge and skills required to perform the functions associated with roles such as digital manager and social media marketing manager.

Job Roles

This qualification reflects the role of individuals who possess a sound theoretical knowledge base in social media marketing management and demonstrate a range of managerial skills to ensure that social media marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting social media marketing campaigns.

Possible job titles relevant to this qualification include:

- Marketing Manager
- Social Media Manager
- Social Media Consultant
- Social Media Strategist
- Social Media Coordinator
- Social Media / Community Manager
- Digital Marketing Strategist
- Digital Marketing Manager
- Content Marketing Manager
- Content Strategist

Duration

The course consists of four terms each of 9 weeks in length. It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with a Diploma of Social Media Marketing.

Entry requirements

ACADEMIC -

Successful completion of Australian Year 11 or equivalent.

For more information please visit our website apc.edu.au.

ENGLISH LANGUAGE PROFICIENCY -

- General English – Upper Intermediate Level; or
- Equivalent English Proficiency Skills test result as per the attached comparison [table](#).

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course structure

The course is delivered in eleven subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

Subject code and name	Unit of Competency
A30079 Content marketing	NAT10904001 Plan, implement and manage content marketing
A30080 Social media marketing	NAT10904002 Plan, conduct and optimise organic social media marketing
A30081 Social media advertising	NAT10904003 Plan, manage and optimise paid social media advertising
A30082 Personal brands	NAT10904004 Establish, build and leverage a personal brand on social media
A30083 Conversion strategies	NAT10904005 Plan, implement and manage social media conversion strategies
A30084 Social media strategy	SIRXMKT006 Develop a social media strategy
A30085 Marketing communication plans	BSBMKG552 Design and develop marketing communication plans
A30086 Marketing Projects	BSBPMG430 Undertake project work
A30087 Marketing opportunities 1	BSBMKG541 Identify and evaluate marketing opportunities
A30088 Marketing Mix	BSBMKG542 Establish and monitor the marketing mix

Please Note: Two additional subjects have been included in this qualification programming to enable direct pathway to the **BSB60520 Advanced Diploma of Marketing & Communication**. 10904NAT Diploma of Social Media Marketing comprises of only nine subjects and it is not mandatory to study the additional two subjects. Please contact the College for further information.

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your teacher will give you more comprehensive information about each assessment task. You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

NAT10904001 - Plan, implement and manage content marketing - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Determine and report on content marketing requirements and opportunities	1.1. Develop a report that identifies and records the organisation's current business and marketing objectives 1.2. Conduct a strengths, weaknesses, opportunities, threats (SWOT) analysis for the organisation and include the findings in the report 1.3. Analyse and define the target audience for the organisation and incorporate this information in the report 1.4. Conduct an audit of organisation's current content marketing activity and include the findings in the report 1.5. Identify and evaluate content marketing opportunities based on the organisation's marketing objectives and position in market and include this information in the report 1.6. Identify legal and ethical standards impacting content marketing and incorporate these in the report
2. Identify content marketing trends and software required	2.1. Evaluate and select software to improve the organisation's content marketing 2.2. Research trends in content marketing relevant to the organisation's product, service or message
3. Develop a content marketing strategy and implementation plan	3.1. Develop a brand identity for the organisation 3.2. Identify the organisation's marketing objectives for inclusion in the content marketing strategy 3.3. Define key performance indicators that measure the success of the content marketing strategy 3.4. Create a calendar for the content marketing strategy outlining the

NAT10904002 - Plan, conduct and optimise organic social media marketing - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish organic presence on social media channels	1.1. Assess factors which influence content ranking by social media algorithms and gauge how they impact organic marketing activity 1.2. Find and explore the contents of marketing resources, portals and courses provided by social media channels 1.3. Compare the benefits of social media business accounts to help achieve marketing objectives as compared with personal accounts 1.4. Analyse audience demographics for the leading social media channels using native analytics 1.5. Populate and optimise a social media profile to maximise follower growth
2. Develop an organic social media marketing strategy	2.1. Examine online examples of organic social media marketing and incorporate their key success factors into the social media marketing strategy 2.2. Choose content formats for organic social media marketing and incorporate them in the strategy

ELEMENT	PERFORMANCE CRITERIA
	2.3 Develop pillar content that can be repurposed across multiple social media channels 2.4 Define organic content to be used and match this to stages of the buyer's journey 2.5 Use created, curated and co-created content sources as part of the organic social marketing strategy
3. Conduct organic social media marketing	3.1 Implement organic social media marketing tactics to maximise engagement and follower growth 3.2 Select hashtags to align content to social media trends and increase profile awareness 3.3 Reciprocate interactions with other users to foster online relationships 3.4 Collaborate with other social media accounts to mutually improve marketing results 3.5 Identify and participate in social media groups 3.6 Write engaging captions to complement content and encourage user engagement 3.7 Identify opportunities to drive organic traffic to an organisation's web assets
4. Increase efficiency of organic social media marketing	4.1 Select native applications to help improve content creation, data analysis and community management 4.2 Produce content in bulk that adheres to the organic social media marketing strategy 4.3 Select and use software to schedule social media posts in advance and maintain posting consistency 4.4 Use a chatbot and marketing automation to respond to social media users

NAT10904003 Plan, manage and optimise paid social media advertising - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop a paid social media advertising strategy	1.1 Evaluate benefits of paid social media advertising and limits of organic reach and apply findings to the strategy 1.2 Identify the goal and desired action for each buyer stage in the social media advertising funnel and incorporate this in the strategy 1.3 Document the paid social media advertising strategy including social media channels, audiences and budget 1.4 Include metrics to measure the financial return on paid social media advertising
2. Set up tracking code	2.1 Identify the organisation's web assets to be tracked 2.2 Set up advertising account on a social media channel and source the tracking code 2.3 Install and test tracking code and a custom conversion event
3. Build paid social media advertising campaigns	3.1 Compare the campaign structure of social media platforms and select the advertising platform to use 3.2 Select objective for each buyer stage campaign in the paid social media advertising strategy 3.3 Assign advertising budget and select buying type 3.4 Create core, custom and lookalike audiences

ELEMENT	PERFORMANCE CRITERIA
	3.5 Select placements for social media advertisements
4 Create effective social media advertisements	4.1 Compare and select a social media advertising format 4.2 Develop the advertisement creative to meet the objectives in the paid social media advertising strategy 4.3 Write compelling advertising copy to maximise engagement and interactions 4.4 Implement A/B tests to compare advertisement variants and deliver the best results
5 Optimise advertisement delivery to maximise returns	5.1 Organise timely community management of paid advertisements 5.2 Customise social media advertising platform dashboard to present relevant metrics 5.3 Compare data against target metrics to assess campaign performance 5.4 Measure return on advertising spend and cost-per metrics 5.5 Take corrective actions

NAT10904004 Establish, build and leverage a personal brand on social media - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Examine personal brand marketing benefits, opportunities and software	1.1. Explain to stakeholders the individual and organisational benefits of personal brand marketing on social media 1.2. Identify social media and other digital channels to be used for personal brand marketing 1.3. Analyse examples of personal brand marketing on different social media channels to identify key success factors 1.4. Explore market trend opportunities created through personal brand marketing on social media 1.5. Identify and evaluate software platforms and tools to use for personal brand marketing
2. Establish personal brand values and attributes	2.1. Identify personal brand values and align them to the goals of the organisation 2.2. Consider personality types and apply their impact to the development of a personal brand 2.3. Establish an individual's life stage and resources available and use these to build a personal brand
3. Build a personal brand across multiple social media channels	3.1. Develop a personal brand marketing strategy for social media that helps achieve the desired goals of the organisation 3.2. Assess and select social media and other digital marketing channels to help build a personal brand 3.3. Establish a personal brand identity based on the organisation's target audience 3.4. Develop a web asset to support and enhance personal brand marketing 3.5. Conduct search engine optimisation to improve search results for a personal brand
4. Grow a personal brand and leverage followers	4.1. Select and use techniques to build a personal brand's followers on social media 4.2. Create and publish content to demonstrate a personal brand's expertise and to engage followers 4.3. Leverage a personal brand's followers to help achieve the organisation's goals

ELEMENT	PERFORMANCE CRITERIA
	4.4. Select and use techniques to maximise

NAT10904005 Plan, implement and manage social media conversion strategies - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Write persuasive copy for use on social media and web assets	1.1. Conduct analysis on target audience, product and purpose as a basis for copywriting 1.2. Identify copy ideas and create structure through the use of headlines 1.3. Write, edit and refine copy and check that it achieves its purpose 1.4. Create copy for social media and web assets that drives users to complete a desired action
2. Build web assets that convert traffic visitors	2.1. Select a landing page template aligned to the conversion goal 2.2. Create a landing page with an offer that encourages web visitors to complete a desired action 2.3. Measure the conversion rate of a landing page 2.4. Create an A/B test to maximise the conversion rate of a landing page
3. Retarget social media users who have interacted with an organisation	3.1. Develop a retargeting strategy to serve paid advertisements to social media users who have interacted with an organisation 3.2. Select resources to guide installation of a social media tracking pixel on different web assets 3.3. Create a custom audience on a social media advertising platform 3.4. Select a custom audience to target in a paid social media advertising campaign
4. Utilise email marketing to nurture prospects	4.1. Create an email sequence to nurture landing page conversions 4.2. Develop an email marketing strategy to engage an organisation's email list 4.3. Create and distribute an email campaign 4.4. Measure the effectiveness of email marketing activity

SIRXMKT006 - Develop a social media strategy - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Determine social media requirements.	1.1. Review organisational strategic objectives and determine objectives and priorities for social media use. 1.2. Source and analyse information about the target market, its social media use, behaviours and preferred platforms. 1.3. Identify and analyse emerging trends in social media platform use. 1.4. Review and compare social media platforms and select those that meet organisational and target market needs. 1.5. Identify opportunities for social media integration with existing systems and procedures.

ELEMENT	PERFORMANCE CRITERIA
	1.6. Identify opportunities to maximise business exposure through social media activity. 1.7. Determine opportunities for building brand awareness and an online community through social media use.
2. Develop social media policies and procedures.	2.1. Establish scope of social media policies and procedures based on planned social media activity. 2.2. Establish guidelines for social media engagement and content use. 2.3. Develop issue and crisis management guidelines and appropriate responses. 2.4. Integrate legal and ethical considerations into social media policies and procedures. 2.5. Ensure policies and procedures are customer-focused and align with organisational marketing plan and strategy.
3. Develop social media strategy.	3.1. Determine strategies for social media content development, customer engagement and customer service. 3.2. Develop and document a social media action plan detailing key responsibilities, resourcing requirements and timeframes. 3.3. Prepare a social media calendar documenting planned social media activity in line with marketing strategy and promotional activities. 3.4. Establish key performance indicators and evaluation criteria for measuring success of social media activity. 3.5. Establish methods for tracking and analysing social media engagement, activity and reach. 3.6. Ensure social media strategy aligns with organisational objectives and customer service standards.
4. Monitor social media use.	4.1. Communicate social media strategy, action plan, calendar and policies and procedures with relevant personnel. 4.2. Monitor social media issues and crisis management and take required action to ensure impacts are minimised and occurrence of future issues or crisis are minimised. 4.3. Ensure tracking of social media engagement, activity and reach. 4.4. Monitor posting of social media content and ensure alignment with social media strategy, policies and procedures.
5. Review social media performance.	5.1. Analyse captured data to determine social media engagement, activity and reach. 5.2. Evaluate social media activity against strategy and use performance indicators to evaluate success of social media use. 5.3. Identify opportunities for future improvements in social media use and modify strategy and plans accordingly.

BSBMKG552 - Design and develop marketing communication plans - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare marketing communication plan information	1.1 Identify and confirm marketing communication purpose and objectives, expectations, budget, timeline and target audience with client 1.2 Obtain client and product information
2. Design marketing communication plan	2.1 Undertake and document research according to task requirements 2.2 Communicate outcomes and findings to relevant stakeholders 2.3 Identify marketing communications mix options 2.4 Compare advantages and disadvantages of communications mix 2.5 Select communication mix according to marketing communication brief 2.6 Establish success measures for marketing communication plan
3. Finalise marketing communication plan	3.1 Prepare budget and timeline proposal 3.2 Present marketing communication plan to client 3.3 Seek feedback from relevant stakeholders on communication plan 3.4 Make changes to the communications plan according to feedback received

BSBPMG430 - Undertake project work - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish project parameters	1.1 Identify project scope 1.2 Define project stakeholders 1.3 Seek clarification from delegating authority of issues related to project and project parameters 1.4 Identify responsibilities of relevant stakeholders and reporting requirements 1.5 Clarify relationship of project to other projects and to the objectives of the organisation 1.6 Identify availability and access of resources for undertaking the project
2. Develop project plan	2.1 Identify risks and develop a risk management plan for project, including Work Health and Safety (WHS) 2.2 Develop project budget and timeframe and seek approval from relevant stakeholders 2.3 Consult team members and apply their views in planning the project 2.4 Identify and access appropriate project management tools 2.5 Develop project plan according to project parameters and deliverables 2.6 Finalise project plan and gain necessary approvals to commence project according to documented plan
3. Administer and monitor project	3.1 Communicate to project team members their responsibilities and project requirements 3.2 Establish and maintain required recordkeeping systems throughout the project 3.3 Implement and monitor plans for managing the project 3.4 Undertake risk management as required

ELEMENT	PERFORMANCE CRITERIA
4. Finalise and review project	4.1 Complete financial recordkeeping associated with project and confirm according to agreed budget 4.2 Complete project documentation and obtain sign-offs for concluding project 4.3 Review project outcomes and processes against the project scope and plan 4.4 Document feedback and suggested improvements

BSBMKG541 - Identify and evaluate marketing opportunities - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Explore marketing opportunities	1.1 Analyse information on market and business needs for marketing opportunities 1.2 Identify potential new markets 1.3 Apply innovative approaches relevant to the development of potential marketing opportunities
2. Evaluate marketing opportunities	2.1 Identify and analyse opportunities for organisational fit according to organisational goals and capabilities 2.2 Analyse the viability of each opportunity 2.3 Determine probable return on investment and potential competitors 2.4 Select marketing opportunities according to outcomes of viability analysis, return on investment and competition
3. Evaluate required changes to current operations	3.1 Seek feedback from relevant stakeholders 3.2 Incorporate feedback received for current operations and take advantage of viable marketing opportunities 3.3 Review current operations and document changes needed 3.4 Identify resource requirements for marketing opportunities 3.5 Document and communicate viability of marketing opportunities to key stakeholders

BSBMKG542 - Establish and monitor the marketing mix - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare marketing mix	1.1 Identify task requirements 1.2 Analyse effects of pricing policy, promotional methods and channels of distribution on marketing outcomes 1.3 Identify potential customer base and key pressure points 1.4 Test effects of components of marketing mix on each other and relative importance to customer base 1.5 Select suitable marketing mix
2. Implement marketing mix	2.1 Identify required resources 2.2 Brief stakeholders of roles and responsibilities in implementation 2.3 Establish communication and team building strategies

ELEMENT	PERFORMANCE CRITERIA
	2.4 Establish strategies for monitoring the marketing activities
3. Monitor marketing mix	3.1 Assess marketing performance against targets for task objectives 3.2 Compare and record variances in marketing revenue and costs against budget 3.3 Prepare and present marketing reports indicating ongoing progress towards marketing objectives

BSBMKG555 - Write persuasive copy - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish content purpose	1.1 Identify objectives, timelines and budget according to creative brief 1.2 Assess and select writing techniques according to creative brief
2. Prepare content	2.1 Evaluate design and copy options according to creative brief 2.2 Select option/s for communicating required information and images within time and budgetary requirements 2.3 Develop persuasive content according to creative brief

Employability Skills

- **Reading and Analysis:** Students learn to access, interpret, analyse, and evaluate complex social media marketing texts and data. This skill is crucial in the workplace for understanding social media trends, audience behaviours, and strategic marketing decisions.
- **Oral Communication and Presentation:** Students will develop proficiency in explaining and presenting social media marketing strategies to a range of simulated personnel and client audiences. This skill is essential for effective team communication, client engagement, and social media presentations.
- **Problem Solving and Innovation:** The course equips students with the ability to use problem-solving processes to identify key social media marketing issues, evaluate alternative strategies, anticipate consequences, and consider implementation issues and contingencies. This skill enables students to solve marketing challenges effectively, innovate, and make informed decisions in the workplace.
- **Numeracy and Data Analysis:** Students gain the capability to analyse and manage complex numerical information relating to social media metrics, targets, and conversion data. This skill is vital in the workplace for managing social media performance, setting targets, and making data-driven social media related-decisions.
- **Content Marketing Planning and Management:** Students learn to plan, implement, and manage content marketing strategies. They also learn to create and manage engaging content that attracts and retains clearly-defined audiences.
- **Personal Brand Building on Social Media:** The course equips students with the ability to establish, build, and leverage a personal brand on social media. This skill is highly valued in the workplace as it helps students to create a strong online presence, which is key to successful social media marketing.

- **Marketing Mix Establishment and Monitoring:** Students will develop proficiency in establishing and monitoring the marketing mix of an organisation. This skill is essential in the workplace for effective product, price, place, and promotion management, fostering successful marketing outcomes.
- **Organic Social Media Marketing:** Students gain the capability to plan, conduct, and optimise organic social media marketing. This skill is vital in the workplace for managing organic social media campaigns, which are key to successful social media marketing strategies.
- **Paid Social Media Advertising:** The course teaches students to plan, manage, and optimise paid social media advertising campaigns. They learn to promote the effective use of paid advertising, which can significantly boost marketing outcomes for any organisation.
- **Copywriting:** Students will learn to write persuasive copy. This skill is essential in the workplace as it fosters effective communication and engagement with the audience, which is key to successful social media marketing.
- **Social Media Conversion Strategies:** Students will develop proficiency in planning, implementing, and managing social media conversion strategies. They learn to develop strategies for converting social media engagement into actionable results.
- **Project Work:** The course equips students with the ability to undertake project work. This skill enables students to manage and deliver projects effectively, considering budget, time and staff allocation.
- **Marketing Opportunities Identification and Evaluation:** Students will learn to identify and evaluate marketing opportunities. They learn to foster innovation and a proactive approach to work.
- **Social Media Strategy Development:** Students gain competence in developing a social media campaigns determining audiences, reach, conversion rates, bounce rates and strategies of engagement.
- **Marketing Communication Plans Design and Development:** The course teaches students to design and develop marketing communication plans taking into account shareholders and stakeholders. They learn to tailor their communication plans to specific audiences and objectives.