



MELBOURNE
COLLEGE

OF FURTHER EDUCATION

Social Media Marketing - (Tertiary Prep)

22313VIC - Certificate IV Tertiary Preparation (Social Media Marketing)



www.mcfe.com.au

Our 22313VIC Certificate IV in Tertiary Preparation - Social Media Marketing will enhance your career opportunities, getting you job ready while you study. You will work with real businesses and develop a portfolio of work, that will enable you to demonstrate your social media experience and capabilities.

Duration, Delivery & Assessment

- 18 face-to-face sessions, 1 x 4 hour class per week
- Assessments include: written & oral questions, projects, group work, online collaboration and observations of skills

Fees

Eligible* \$0, Not Eligible: \$3,500

*Eligible for government funding under the Skills First program. Please see funding section for further information..

Location

Ground Floor, 333 Flinders Lane, Melbourne CBD.

Course Content

There are 8 modules in this course:

1. Social Media Marketing for a Real Client
2. Integrated marketing plan for your client
3. Design marketing documents
4. Create a compelling social media profile
5. All about blogging
6. Understand social media platforms
7. Your Study Plan
8. The Great Debate

Module 1

Social Media Marketing for a Real Client

In Social Media Marketing for a Real Client you'll be working with a real business to assess their current social media marketing activities – what are they doing right, what can they do better and what are others in their industry doing? You'll learn how to critically examine a client's marketing and write a formal marketing proposal.

Module 2

Integrated marketing plan for your client

The Integrated Marketing Plan takes the skills you've developed through Social Media Marketing for a Real Client and applies them to a business of your choice. Working in a small group you'll determine your client's budget, business objectives and choose the best marketing method(s) for achieving their objectives.

Module 3

Design marketing documents

Being able to create easy to read and eye catching documents is important tool for marketers. In this module you'll boost your keyboarding speed and learn how to best present your marketing materials.

Module 4

Create a compelling social media profile

Capturing your reader's attention and conveying a sense of who you are and why you should be hired is an essential skill. In this module you'll create your own LinkedIn profile, have a professional headshot taken and write a compelling bio that showcases you, your skills and experience.

Module 5

All about blogging

All about blogging introduces you to the benefits that blogging can bring to a business. In this module you'll set up your own WordPress blog, customise its appearance and learn how to write a blog post for maximum impact.

Module 6

Integrated marketing plan for your client

The Integrated Marketing Plan takes the skills you've developed through Social Media Marketing for a Real Client and applies them to a business of your choice. Working in a small group you'll determine your client's budget, business objectives and choose the best marketing method(s) for achieving their objectives.

Module 7

Your Study Plan

This module is all about you! – your current level of education, the career you dream of and how you can get there. You'll learn some great tips for making effective presentations and work with your classmates to develop and refine your presentation skills.

Module 8

The Great Debate

The ability to communicate effectively and get your point across in a clear manner is an important skill in most careers. In this module, we'll examine a topic, develop research skills to refine and reinforce your viewpoint and conduct a classroom debate.

Entry requirements & pathways

Participants seeking to enter this course are expected to have the ability to: read, write and communicate at an ACSF level 3. You must be computer literate and have a smart phone in order download applications to be used in class. Completion of the course enables a number of pathway to tertiary studies including further vocational study at the same or higher AQF Level (AQF Levels 4/5/6) and/or higher education programs (AQF Levels 5/6/7) ideally in a marketing domain space.

Units covered

To be eligible for award of the Certificate IV in Tertiary Preparation qualification, learners must successfully complete 5 core units and 5 elective units.

Core Units

- VU20760 Set study goals and plan education pathway
- VU20761 Prepare for tertiary reading and writing
- VU20762 Communicate verbally in a further study context
- VU20763 Participate in collaborative learning
- VU20764 Conduct online research for further study



Elective Units

- ICTWEB201 Use social media tools for collaboration and engagement
- BSBCMM401 Make a presentation
- BSBMKG523 Design and develop an integrated marketing communication plan
- BSBITU307 Develop keyboarding speed and accuracy
- BSBITU303 Design and produce text documents
- BSBITU304 Produce spreadsheets

Elective units have been pre-selected based on industry consultations. You can discuss changes with your trainer if required. We have included an optional extra elective.

Fees and Funding

Fees are dependent upon eligibility for a Government subsidy via the Skills First Funding Program. For more details view our statement of fees and charges on our website or contact head office. Please be aware that using a funded place can effect future funding.

Basic Eligibility Criteria (other conditions may apply):

- * Over 18 years of Age
- * Australian or hold permanent residence
- * Not hold a Cert IV or higher in any industry (Unless under 20 at 1st Jan this year)
- * Not have enrolled in/completed more than 2 other funded courses this year
- * Not have enrolled in 2 other funded Cert 4s in your life-time (even if you did not complete the course)
- * For our course you can not be enrolled in high school , uni is OK

You can also check your eligibility online via the Victoria Skills Gateway website.

Resources and Materials

Students need access to computers, email and the internet to complete this qualification, there will be an online web portal you will need to access.

We can provide laptops for use in class however it is recommended students bring their own. We have wifi and printing facilities.

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Recognition of Prior Learning (RPL) & Credit Transfer (CT)

You can ask for your relevant existing skills, qualifications and experience to be assessed and taken into account when your level of competency is being assessed. There will be a cost associated, refer to statement of fees and charges. If you have previously completed a unit with the same unit code as in your new course you will be eligible for a credit transfer and you will not have to repeat that unit. There is no cost associated with this process, but you will need to complete a credit transfer application.

Support services

If you need support with progress throughout your course or other personal issues, we have a student services officer who can help you or direct you to the most appropriate external service. Your trainer will also be available every session to cover additional support if required. For further information on welfare and educational support please refer to our student handbook available on the website www.mcfe.com.au

MCFE can not guarantee employment access into further university courses, nor can we guarantee successful completion of any course. Your success will be based on your participation, hard work, skills and knowledge.

Third parties

Third parties/Brokers are approved to refer students to this course. Approved third parties are listed on our webpage. If you would like to make a complaint, please call or email as per details below.

For more information



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