



# DIGITAL MARKETING



## Course Overview

**Course Name:** Digital Marketing

**Qualification Name:** CUA31015 Certificate III in Screen and Media

### Units of Competency:

- ICTWEB201 Use social media tools for collaboration and engagement
- CUADIG201 Maintain interactive content
- CUARES201 Collect and organise content for broadcast or publication

This course provides an introduction to the use of digital marketing utilising social media. Explore how to create and maintain your interactive content, messaging and marketing techniques and utilising social media to publish and broadcast marketing messages effectively.

## Delivery

**Location:** On Campus – MacKillop Catholic College

**Delivery Mode:** Classroom based, with online access to resources

The course can also be accessed as online, self-paced study

**Duration:** 8 weeks, 4 hours per week in class

**Prerequisites:** A basic knowledge of computer applications and software

**Requirements:** Access to a computer with Microsoft applications, or Mac programs and internet access for self-study components and homework.

**Cost:** \$50.00 Student Enrolment Fee

All other training costs are covered by NT Government funding

## Recognition

Students who successfully complete this program will be awarded with a nationally recognised statement of attainment for the units of competency completed.