

Order of Study

10904NAT Diploma of Social Media Marketing (Online self-directed)

On successful completion of all 9 units, you will receive a Diploma of Social Media Marketing.

Follow the below order of study when enrolling. Enrol in no more than two (2) units per intake, unless otherwise advised.

| Unit Code | | Unit Name | Unit Type | Textbook/ Resources | Study Period Schedule | |
|--|-------------|--|-----------|---|-----------------------|-----------|
| Must complete all units in order as listed below | | | | | Intake | Completed |
| 1 | NAT10904001 | Plan, implement and manage content marketing | Core | Electronic resources are available through Connect , TAFE Queensland's Learning Management System | | Completed |
| 2 | SIRXMKT006 | Develop a social media strategy | Core | | | Completed |
| 3 | NAT10904002 | Plan, conduct and optimise organic social media marketing | Core | | | Completed |
| 4 | NAT10904003 | Plan, manage and optimise paid social media advertising | Core | | | Completed |
| 5 | NAT10904004 | Establish, build and leverage a personal brand on social media | Core | | | Completed |
| 6 | NAT10904005 | Plan, implement and manage social media conversion strategies | Core | | | Completed |
| 7 | BSBMKG555 | Write persuasive copy | Elective | | | Completed |
| 8 | BSBMKG542 | Establish and monitor the marketing mix | Elective | | | Completed |
| 9 | BSBPMG430 | Undertake project work | Elective | | | Completed |

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All information was accurate at the time of publication 09/07/2024 V1.0



STUDENT PORTAL

Through the portal you can enrol, update your details, and check your academic results whenever you like. To login just click on this link <https://tafeqld.t1cloud.com/>.

If you have an issue with the Student Portal please log the issue through the 'Report an Issue' form in your 'Forms' tile and you will receive a response as soon as possible.

Alternatively, click the [here](#) for FAQ's that may assist you with your enquiry.

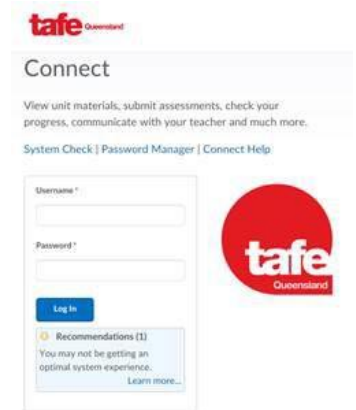


CONNECT

Connect is TAFE Queensland's Learning Management System and offers access for mobile devices, the ability to communicate with teachers and classmates, and excellent user support, allowing you the flexibility to study anywhere, anytime.

Watch the 45-second video on how to login to Connect by clicking [here](#). Alternatively, [download this PDF](#) to get all the details.

DON'T FORGET to [enable notifications in Announcements](#) so you don't miss an important announcements relating to your study.



HAVE YOU STUDIED BEFORE?

Credit Transfer is a process that offers you credit for earlier formal study that is equal to your nominated qualification. It is important that you apply before your enrolment start date. Please see the [eligibility information and the application form](#) for more information.



STUDENT RULES

The [TAFE Queensland Student Rules and Policies](#) are designed to make you aware of your rights as a student, as well as your responsibilities to TAFE Queensland and your fellow students.



WITHDRAWALS, TRANSFERS & REFUNDS

We all change our minds, so if for any reason you find the need to leave a course, or if you are seeking to transfer to another intake, or withdraw from study, please speak with your program coordinator and view the [TAFE Queensland Refund Policy](#) before submitting your withdrawal request, as you may not be eligible for a refund.

If you are wishing to withdraw prior to the start of an intake - You can withdraw and swap units through the Student Portal. You can access this under the 'My Study' tile in the 'Withdraw From a Unit' menu. Note: Students with multiple courses in their 'My Study' tile will need to select the 'Manage your Course' button first. Once you have chosen your course, you can see the 'Withdraw From a Unit' menu option, from here choose the unit/units to withdraw.

If you are wishing to withdraw after the start of an intake – you can submit your request through the Student Portal under the 'Forms' tile. Scroll to the 'Request for Withdrawal and or/Refund (TQ)'.