

Order of Study

11426NAT Diploma of Social Media Marketing with Artificial Intelligence Online self-directed

On successful completion of all 8 units you will receive a 11426NAT Diploma of Social Media Marketing with Artificial Intelligence.

Follow the below order of study when enrolling. Enrol in no more than 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	NAT11426001	Plan, create and optimise marketing content with artificial intelligence	Core	Electronic resources are available through Connect , TAFE Queensland's Learning Management System		Completed
2	SIRXMKT006	Develop a social media strategy	Core			Completed
3	NAT11426002	Plan, conduct and optimise organic social media marketing with artificial intelligence	Core			Completed
4	NAT11426003	Plan, implement and optimise paid social media advertising with artificial intelligence	Core			Completed
5	NAT11426004	Plan, implement and manage social media conversion rate optimisation with artificial intelligence	Core			Completed
6	BSBMKG542	Establish and monitor the marketing mix	Elective			Completed
7	BSBMKG555	Write persuasive copy	Elective			Completed
8	BSBPMG430	Undertake project work	Elective			Completed

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