



1011NAT – Diploma of Social Media Marketing Delivered in Virtual Reality



NATIONALLY
RECOGNISED
TRAINING

Almost one third of the world's population are active social media users. Social media has completely revolutionised the way in which people create, consume and share information.

Used effectively, social media can build brand awareness, improve brand loyalty, boost search engine rankings, increase web traffic, convert more customers, lower marketing costs and increase revenue.

Course Overview and Outcomes

The Diploma of Social Media Marketing will teach you how to become a social media expert and how to successfully develop and implement a social media marketing strategy. This course is ideal for those who want to upskill in a high demand industry and increase their social media marketing knowledge and experience.

Students / Job Seekers - The Diploma of Social Media Marketing will enable you to build a social media marketing portfolio which will help you land your dream job.

Business Owners - This Diploma will help grow your business and increase revenue using clever digital marketing strategies. While completing the course, you'll develop a social media marketing strategy and implementation plan that is practical and can be immediately applied to your business.

Media and Marketing Professionals - Looking to upskill and accelerate your career? The Diploma of Social Media Marketing will help you become a qualified social media expert with all the resources and skills you need to succeed.



Course Duration	12 months; beyond which the student will have to apply for an extension
VR Workshops	16
Schedule	Morning, Afternoon, or Evening Workshops
Tutorials	Daily Schedule (non-compulsory, but available to help with any topics/questions)
Study and Assessment	24 hours per week is recommended to complete the Diploma within 6 months. You may take up to 24 months to complete the course.
Course Intakes	Every week. As soon as you receive your headset, you're invited to book in your first workshop immediately.



Content

The Diploma of Social Media Marketing has been written by the World's leading social media experts, who have carefully curated and distilled their knowledge down into the following 8 units of competency:

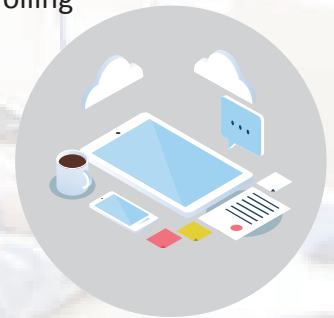
SMMBCM501A	Plan, Implement and Manage Blog and Content Marketing
SMMM502A	Plan, Implement and Manage Mainstream Social Media Marketing Strategies
SMMNSM503A	Plan, Implement and Manage Niche Social Media Marketing Strategies
SMMBPB504A	Establish and Build a Strong Personal Brand on Social Media
SMMEMS505A	Plan, Implement and Manage Email Marketing
BSBFIM501	Manage Budgets and Financial Plans
BSBMKG523	Design and Develop an Integrated Marketing Communication Plan
BSBPMG522	Undertake Project Plan



Course Dates

Redmako Learning's Diploma of Social Media Marketing, delivered in Virtual Reality, has rolling **weekly enrolments**, hence the time to start creating your future is NOW!

Once enrolled, your learning is self-directed – you choose which Live Workshops you'll attend and when. There are 16 different workshops you need to complete throughout the course, as well as online assessments and projects. Workshops are available each working day, each running for 60 minutes and availed on a rotating schedule (i.e. the days and times each Workshop runs, changes from week to week), hence if the time of a workshop doesn't fit your schedule this week, don't panic, just look to attend next week.



Sample weekly workshop schedule:

Select the workshop you're up to, at a time convenient for you!

Time	Monday	Tuesday	Wednesday	Thursday	Friday
10:00am – 11:00am	SMMBCM501A Workshop 1	SMMM502A Workshop 1	BSBFIM501 Workshop 2	SMMNSM503A Workshop 2	VR Orientation Session
12:30pm – 1:30pm	SMMNSM503A Workshop 1	SMMM502A Workshop 2	BSBMKG523 Workshop 1	BSBPMG522 Workshop 2	
3:30pm – 4:30pm	SMMEMS505A Workshop 1	BSBPMG522 Workshop 1	SMMBCM501A Workshop 2	SMMBPB504A Workshop 2	
6:00pm – 7:00pm	BSBFIM501 Workshop 1	SMMBPB504A Workshop 1	BSBMKG523 Workshop 2	SMMEMS505A Workshop 2	



*Class times are on Australian Eastern Standard Time (AEST).

Studying in Virtual Reality

Delivered in Virtual Reality (VR), Redmako Learning's Diploma of Social Media Marketing (10118NAT) provides a unique way to study. VR pairs the convenience of online study, with the support and community of face to face classroom training. This is truly a cutting-edge way to learn!

If you've ever enrolled in an online course, you'll appreciate that one of the greatest challenges is the self-motivation and accountability towards logging-on to study. It can also be very LONELY with no-one to collaborate with or talk to. Conversely, if you've recognized this struggle and sought out classroom training opportunities so that you've got the accountability to show up to your scheduled classes, you know this option ain't all roses either! Commuting to classes can be painful: bad traffic, bad weather and a waste of time with a 1 hour class potentially taking 3 hours out of your day to commute to and from!



**OCULUS GO INCLUDED
IN TUITION FEE**

Studying in Virtual Reality is different. You can stay at home in your pyjamas or be at the office in between meetings - all that you need to do is pop on your VR headset at the scheduled time of your workshop. You'll then be teleported into your Diploma of Social Media Marketing workshop, where your Trainer and classmates will be waiting.

Your Trainer chooses the virtual classroom you'll meet in for each class, hence maybe you'll meet in a lecture theatre or perhaps in a boardroom or even in outer space! You'll have a lot of control about how you can interact in the class too, you can choose who you want to sit next to, ask questions of your trainer, whisper to your classmate sitting next to you, take audio notes or screenshots of content and much more. But learning in a virtual classroom, isn't just like a normal classroom - it's better!



In our Diploma of Social Media Marketing, the Trainer won't just talk about the content – they'll show you via teleporting you across the World to varying locations OR using the holoprojector within your class to display large 3D holograms in the middle of the classroom to help bring concepts to life.

Sound good, but worried you can't join because you don't have a VR headset? Don't worry, tuition fees for Redmako Learning's Diploma of Social Media Marketing INCLUDE a brand-new Oculus GO VR headset!



Entry Requirements

Eligibility rules apply to students wanting to enrol in this program with Redmako Learning including:

- Must be aged 15 years or above
- Students studying in Australia must be an Australian or NZ Citizen or permanent resident
- Overseas students are welcome, however you must be living overseas and want to study an Australian qualification in Virtual Reality from home ie. Not in Australia

You will need access to a computer and the internet and have basic computing skills. Minimum specifications for your computer are:

To successfully complete this course, you will require basic computing skills. This includes

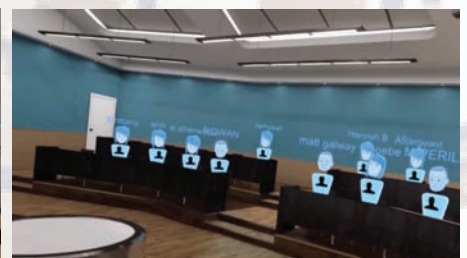
All users:

- Microsoft Office 2010 or a more recent version
- Steady internet connection
- 2GB of RAM
- Adobe Reader XI or equivalent
- Creating, saving and editing Microsoft Office documents.
- Accessing and searching the internet.
- Downloading and saving documents from websites.
- Uploading documents through websites.
- Participating in online discussions.

Students who do not meet the residency and age criteria will not be eligible to enrol.

After enrolling in the course, each student must complete the Language, Literacy and Numeracy (LLN) evaluation. This LLN evaluation will assist Redmako Learning in identifying each learner's needs and the appropriate support required.

Each student must also provide their USI (Unique Student Identifier) before they will gain access to their materials. If you do not have a USI, we will provide instructions on how you can create one.



Course Fees and Payment Options

Tuition fees for 10118NAT Diploma of Social Media Marketing can start from as little as \$31 per week or Pay over time at ZERO interest with PayRight.



Total tuition is \$4,995, which includes your Oculus Go Virtual Reality Headset, and we also have three convenient options to choose from to help you finance your studies.

You can fund your future via any of the following 3 options:


1	Instalments	The Diploma of Social Media Marketing is divided into 4 tranches (clusters of units). Tuition fees are split according to these same tranches – thus only 25% is payable upon enrolment, with subsequent 25% payments due each 10 weeks of the course.
2	PayRight	Enrol now and pay over time at ZERO interest. Choose your term, your deposit and your repayment frequency. Our friendly Course & Careers Advisors will help create your PayRight account and activate your repayment plan. Repayments start at \$91.34 per week.
3	Study Loans	Study Loans provide our students with a great alternative to banks, credit cards and government loans. Study Loans offer affordable, flexible terms and the option of either Fortnightly or Monthly repayments. Interest fees apply, but you can calculate your repayments here: https://studyloans.com.au/#loan-calculator

How to Apply

Congratulations for wanting to take the next step in securing your future!

Applying is easy, either:

- (1) Start your online application by visiting this web page: <http://bit.ly/SMMenrol> OR
- (2) Invite a Redmako Learning Admissions Counsellor to contact you to help complete the Enrolment process by reaching out to us via:

 1300 857 806

 admin@redmako.com.au

 <http://bit.ly/SMMeoi>

Alternatively, if studying the Diploma of Social Media Marketing delivered in Virtual Reality sounds good, but you have some questions or need some help in determining if this course is the right 'fit' for you, please ask us via Facebook Messenger:

On your computer: Go to www.m.me/redmakolearning

On your tablet or smartphone: Open **Facebook Messenger App** and look for **@redmakolearning**





About Us

At Redmako we believe in innovation and inspiration. We are a Registered Training Organisation (RTO 40700) who aspires to growth and change. Our commitment to innovation has led us to develop a Virtual Classroom and pioneer Virtual Reality learning across Australia. The wish to innovate and inspire doesn't just stop with Virtual Reality learning, this is merely an example of our dedication to innovate and continue to enrich the landscape of learning.

We are continually extending the breadth of our courses across varying locations and delivery methods to offer the best possible experience to the customer – be that the Individual Learner, School or Job Active provider. We have gathered a group of passionate and experienced professionals to shape the student experience headlined by our engaging Trainers who have an absolute passion for their subject matter. This is complemented by our Student Support Services which ensure every Student has a dedicated Student Support Counsellor who is available for consultation, progress monitoring and who regularly connects to offer support and encouragement.

Our Mission

We attract passionate industry professionals, to curate and deliver an engaging and interactive student experience. Inspired by you, centred on you and tailored to you.

Our Story

Since our beginning back in 2010, we've had a thirst to better the student experience. From day one we railed against the tsunami of learning providers issuing usernames & passwords forsake of all else and instead delivered high touch point vocational face to face training. Now we still offer these same face to face training options but have also innovated to provide this face to face experience in Virtual Reality. Redmako Learning began with the vision of delivering up-to-date, dynamic and innovative, Nationally recognised training, tailored by professionals for professionals. At our core was the desire to care for our students and support them in entering a new career or expanding upon an existing career via completing their study with us.

While Redmako Learning has since expanded to care for a variety of different stakeholders in varying industries, it upholds standards befitting the obligation bestowed on it to influence students lives for the better and recognises this is best achieved via passionate trainers infecting learners with their enthusiasm!