

2019 COURSE CALENDAR

	DURATION	ONLINE	SYD	MEL	BRI	PER
CERTIFICATES						
Analytics Certificate	Up to 6 mths		Online	Online	Online	Online
Content Marketing Certificate	Up to 6 mths		Online	Online	Online	Online
Data-driven Marketing Certificate	3.5 days, per fortnight over 7 wks	-	Starts 1 May	Starts 8 May	-	-
Digital Marketing Certificate (Evening)	1 evening per wk for 11 wks		Starts 20 Mar	Starts 20 Mar	Starts 28 Mar	Starts 2 May
Digital Marketing Certificate (Intensive)	1 day per fortnight over 10 wks		Starts 2 Apr	Starts 2 Apr	Online	Online
COURSES						
Analytics Fundamentals	Up to 6 mths		Online	Online	Online	Online
Career Accelerator Package	Up to 6 mths		Online	Online	Online	Online
Content Marketing Strategy	1 Day		28 Feb	13 Mar	9 May	9 May
Conversion Rate Optimisation Course	1 Day	-	1 May	6 Jun	-	-
Copywriting Advanced	1 Day	-	11 Apr	7 May	-	-
Copywriting Essentials	1 day		11 Apr	2 Apr	Online	Online
Copywriting for Content Marketing	1 day	-	20 Mar	15 May	-	-
Creative Leadership - Advanced Business	1 day	-	8 May	25 Jun	-	-
Creative Thinking In Action	1 day	-	9 May	25 Jun	-	-
Customer Journey Mapping	1 day	-	13 Mar	4 Jun	28 May	19 Jun
Data Visualisation	Up to 6 mths		Online	Online	Online	Online

*Dates are subject to change

	DURATION	ONLINE	SYD	MEL	BRI	PER
Data-driven Marketing Leadership	1 day	-	29 May	5 Jun	-	-
Data-driven Marketing Practitioner	1 day	-	1 May	9 May	-	-
Data-driven Marketing Strategy	1 day	-	15 May	2 May	-	-
Digital Analytics for Marketers	1 day	-	10 Apr	21 Mar	-	-
Digital Copywriting Essentials	1 day	-	26 Mar	8 May	-	-
Digital Marketing Campaign Planning & Management	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Channels	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Essentials	2 days	-	26-27 Feb	25-26 Mar	10 Apr	-
Digital Marketing Foundations	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Strategy	2 day	-	8 May	30 Apr	-	-
Email Marketing	1 day		8 May	30 Apr	Online	Online
Mastering Presentation Skills	1 day	-	5 Jun	3 Apr	-	-
Paid Search & Programmatic Fundamentals	1 day	-	12 Jun	6 Jun	-	-
Practical Predictive Analytics	Up to 6 mths		Online	Online	Online	Online
Privacy & Marketing Compliance	1 day		3 Apr	1 May	Online	29 May
Retention & Loyalty Marketing Strategy	2 day	-	1 May & 2 May	4-5 Jun	-	-
Sentiment Analysis	Up to 6 mths		Online	Online	Online	Online
SEO Fundamentals	1 day		16 Apr	10 Apr	Online	Online
Social Media Marketing Essentials	1 day		19 Mar	11 Apr	Online	Online
Social Media Marketing Strategy	1 day	-	13 June	30 May	-	-

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