



2020 SEMESTER 2 COURSE CALENDAR

| | DURATION | ONLINE | VIRTUAL CLASSROOM SESSIONS | | |
|---|------------------------------------|--------|----------------------------|-------------------|---------------------|
| CERTIFICATES | | | | | |
| Analytics Certificate | Up to 6 mths | ✓ | | | |
| Behavioural Economics Certificate | Up to 6 mths | ✓ | | | |
| Data-Driven Marketing Certificate | 4 days (fortnightly over 8 weeks) | | Starts 30 July | Starts 13 October | |
| Digital Marketing Certificate (Evening) | 10 evenings (weekly over 10 weeks) | | Starts 21 July | Starts 8 October | |
| Digital Marketing Certificate (Intensive) | 5 days (weekly over 5 weeks) | | Starts 6 August | Starts 13 October | Starts 24 September |
| Digital Marketing Certificate Online | Up to 6 mths | ✓ | - | - | - |
| SHORT COURSES | | | | | |
| Analytics Fundamentals | Up to 6 mths | ✓ | | | |
| Content Marketing Essentials | Up to 6 mths | ✓ | | | |
| Content Marketing Strategy | 1 day | | 8 September | 15 October | 10 November |
| Content Marketing Strategy Online | Up to 6 mths | ✓ | | | |
| Conversion Rate Optimisation | 1 day | | | | 27 October |
| Copywriting Advanced | 1 day | | 18 August | 7 October | |
| Copywriting Essentials | 1 day | | 4 August | 16 September | 5 November |
| Copywriting Essentials Online | Up to 6 mths | ✓ | | | |
| Customer Journey Mapping | Two half days | | 30 July | 2 September | 21 October |
| Data-Driven Marketing Essentials | 1 day | | 20 August | | 17 November |
| Data Visualisation | Up to 6 mths | ✓ | | | |
| Digital Analytics for Marketers | 1 day | | 1 September | | 22 October |
| Digital Copywriting Essentials | 1 day | | 26 August | 8 October | 4 November |



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|--|--------------|--------|----------------------------|---------------|----------------|
| SHORT COURSES | | | | | |
| Digital Marketing Campaign Planning & Management | Up to 6 mths | ✓ | | | |
| Digital Marketing Channels | Up to 6 mths | ✓ | | | |
| Digital Marketing Essentials | 2 days | | 29-30 July | 1-2 September | 28-29 October |
| Digital Marketing Foundations | Up to 6 mths | ✓ | | | |
| Digital Marketing Strategy | 2 days | | 12-13 August | 6-7 October | 18-19 November |
| Email Marketing Essentials | 1 day | | 30 July | 3 Sept | 4 November |
| Email Marketing Essentials Online | Up to 6 mths | ✓ | | | |
| Google Analytics Essentials | 1 day | | 10 September | | |
| Influencer Marketing Essentials | 1 day | | 27 August | | |
| Paid Search & Programmatic Fundamentals | 1 day | | 15 September | | |
| Practical Predictive Analytics | Up to 6 mths | ✓ | | | |
| PR for Marketers | 1 day | | 25 August | | 25 November |
| Privacy & Marketing Compliance | 1 day | | 18 August | | 29 October |
| Privacy & Marketing Compliance Online | Up to 6 mths | ✓ | | | |
| Retention Marketing Strategy | 2 days | | 19-20 August | 1-2 December | 14-15 October |
| Sentiment Analysis | Up to 6 mths | ✓ | | | |
| SEO Fundamentals | 1 day | | 17 September | | |
| SEO & PPC Essentials | 1 day | ✓ | | | |
| Social Media Marketing Essentials | 1 day | | 13 August | 10 November | |
| Social Media Marketing Essentials Online | Up to 6 mths | ✓ | | | |
| Social Media Marketing Strategy | 1 day | | 9 September | 11 November | |
| Writing for Content Marketing | 1 day | | 5 August | 20 October | 2 December |