



2021 SEMESTER 1 COURSE CALENDAR

	DURATION	ONLINE	VIRTUAL CLASSROOM SESSIONS		
CERTIFICATES					
Analytics Certificate	Up to 6 mths	✓			
Behavioural Economics Certificate	Up to 6 mths	✓			
Content Marketing Certificate	Up to 6 mths	✓			
Data-Driven Marketing Certificate	4 days (fortnightly over 8 weeks)		Starts 17 February	Starts 4 May	
Digital Marketing Certificate	10 evenings (weekly over 10 weeks)		Starts 11 February	Starts 5 May	
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	2 half days (weekly over 2 weeks)		Starts 11 February	Starts 25 May	
Content Marketing Strategy Online	Up to 6 mths	✓			
Conversion Rate Optimisation	1 day			25 May	
Copywriting Advanced	1 day		16 March		14 July
Copywriting Essentials	1 day		18 February		22 June
Copywriting Essentials Online	Up to 6 mths	✓			
Customer Journey Mapping	Two half days (weekly over 2 weeks)		Starts 10 February	Starts 28 April	Starts 8 June
Data-Driven Marketing Essentials	1 day		9 March		8 June
Data Visualisation	Up to 6 mths	✓			
Digital Analytics for Marketers	1 day		11 March		17 June
Digital Copywriting Essentials	1 day		9 March	13 May	



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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	4 consecutive half days		9-12 February	25-28 May	
Digital Marketing Foundations	Up to 6 mths	✓			
Digital Marketing Strategy	4 consecutive half days		2-5 March		1-4 June
Email Marketing Essentials	1 day		30 March		
Email Marketing Essentials Online	Up to 6 mths	✓			
Google Analytics Essentials	1 day		23 March		
Influencer Marketing Essentials	1 day			11 May	
Paid Search & Programmatic Fundamentals	1 day		24 March		
Practical Predictive Analytics	Up to 6 mths	✓			
PR for Marketers	1 day			12 May	
Privacy & Marketing Compliance	2 half days (weekly over 2 weeks)		Starts 23 March		Starts 10 June
Privacy & Marketing Compliance Online	Up to 6 mths	✓			
Retention Marketing Strategy	4 consecutive half days		23-26 February		1-4 June
Sentiment Analysis	Up to 6 mths	✓			
SEO Fundamentals	1 day		24 February		
SEO & PPC Essentials	1 day	✓			
Social Media Marketing Essentials	1 day		6 May		
Social Media Marketing Essentials Online	Up to 6 mths	✓			
Social Media Marketing Strategy	1 day		18 February		3 June
Writing for Content Marketing	1 day		24 March		17 June