

A LITTLE  
KNOWLEDGE  
IS A  
DANGEROUS  
THING.

Thank you to our ADMA partners:

Marketing Partners

ACQUIQ

TEALIUM

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D C A

bluestar\*

MicroChannel

Metigy\*

Stream

ADMA | iapa

# FORTUNATELY WE GIVE YOU A LOT

## ABOUT IQ

Welcome to the ADMA IQ 2019 semester 1 course guide. IQ courses are taught by subject matter experts from our industry to help you – and your team – advance your skills and capabilities in Data-driven Marketing, Digital Marketing, Customer Experience and other key skills in our industry.

Our approach to learning is modular, allowing you to select course types and topics to match your specific needs. Options include certificates, courses and modules available in-class or online 24/7 and In-house training catering for specific business needs.

**For more information, call us on 02 9277 5400 to discuss or go to our website [adama.com.au/2018iq](http://adama.com.au/2018iq)**

### FORMAT



Certificate



Course



Online Module

### LEARNING TYPE



Online



In-class



In-house

### LEVEL



Entry/Job Ready

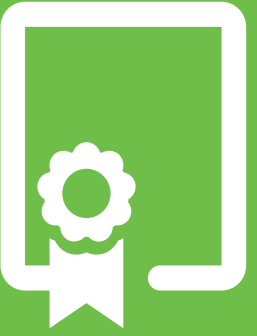


Intermediate/Practitioner



Advanced/Senior

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# CERTIFICATES

## ANALYTICS CERTIFICATE

Intermediate/Practitioner  Certificate

Duration: 6 months to complete

**Stand out online. Discover the power of analytics and explore practical ways to use data to improve organisational efficiency and competitiveness.**

This certificate covers the fundamental principles and approaches to conducting analytics tasks and determining sentiment, through to more advanced data analytics training in predictive techniques.

Developed by leading industry practitioners and derived from our sister-association IAPA's four base data analytics courses, ADMA IQ's Analytics Certificate provides a sound base for anyone starting a career in analytics, or those wanting greater exposure to modern predictive techniques.

**This course is designed for those who are curious in nature, enjoy problem-solving and prefer a self-learning, exploratory approach to knowledge.**

### LEARN TO:

- Use analytics principles and the lifecycle
- Understand analytical tools and techniques
- Define data visualisation and identify different examples
- Discover predictive analytics and predictive modelling techniques
- Evaluate model effectiveness

### COURSE COVERS:

In this online course, we'll look at defining analytics and the lifecycle, tools for analytics, delivering results and how to predict trends. Once we have thoroughly explored the fundamentals, we'll also look at data visualisation, developing a business case, data reduction, sample design and predictive modelling techniques.

This will all be broken down into the following online courses and modules:

### Course 1: Analytics Fundamentals includes the following modules

- Defining Analytics
- Analytics Lifecycle
- Analytics Techniques
- Tools for Analytics I
- Tools for Analytics II
- Delivering Results
- Emerging Trends

### Course 2: Data Visualisation includes the following modules

- Introduction to Data Visualisation
- Discovering Data Visualisation
- Storytelling with Data
- How to Present Data

### ASSESSMENT:

1. In-module questions and activities
2. Final online exam

### Course 3: Practical Predictive Analytics includes the following modules

- Introduction to Analytics
- Developing a Business Case
- Data Reduction
- Variable Exploration & Model Feasibility
- Sample Design
- Predictive Modelling Techniques
- Evaluating Model Effectiveness

### Course 4: Sentiment Analysis includes the following modules

- What is Sentiment Analysis?
- Text Analysis
- Data Pre-processing
- Measuring Sentiment
- Predicting Sentiment

### ONLINE PRICE

Member: \$3,400

Non Member: \$4,600




Online course available anytime.



In-house course available.

## CONTENT MARKETING ONLINE CERTIFICATE

Intermediate/Practitioner  Certificate

Duration: 6 months to complete

**Discover the full scope of social media and content marketing and cover all elements of an effective content strategy.**

Content is king, so having a planned content strategy that communicates and engages consumers is vital to the success of a brand or business. In this online certificate, you'll learn to plan, create and implement a successful content strategy that effectively engages consumers. You will also learn how to create great content, including copywriting and leveraging social networks to engage consumers.

### LEARN TO:

- Create engaging content that cuts through and drives engagement
- Use different writing styles and approaches
- Understand the social media landscape and major channels
- Recognise and plan for the most suitable channels for your business
- Measure and optimise content
- Develop and implement a content marketing strategy
- Understand and use content planning, distribution and amplification

### COURSE COVERS:

This interactive online course has been broken down into the following online courses & modules:

### Course 1: Content Marketing Strategy includes the following modules

- Content Marketing Overview
- Planning Content Strategy
- Mapping Content to Audience
- Content Creation and Production
- Content Distribution
- Measuring Content Marketing

### Course 2: Content for Social Networks includes the following modules

- Social Media Channels
- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Pinterest
- Emerging Channels

### ASSESSMENT:

1. In-module questions and activities
2. Final online exam

### Course 3: Social Media Marketing Essentials includes the following modules

- The Social Media Landscape
- Campaign Analysis
- Campaign Planning
- Content Creation
- Content Distribution
- Managing Campaigns

### Course 4: Copywriting Essentials includes the following modules

- Copywriting Foundations
- Creativity with Copy
- Copywriting Techniques
- Writing for Digital

### ONLINE PRICE

Member: \$2,100

Non-member: \$2,845



Online course available anytime.



In-house course available.

# DATA-DRIVEN MARKETING CERTIFICATE

**Master advanced data analysis. Learn how to leverage technology and data to drive actionable results to advance your work and your career.**

Explore data-driven marketing and learn the skills to use it confidently. This certificate covers the complete marketing mix using data and what's relevant for both in-house and outsourced data roles and requirements.

You'll not only receive the practical knowledge from leading experts, but you'll obtain an industry-recognised data-driven marketing certification from ADMA IQ for your CV.

## LEARN TO:

- Understand and utilise data-driven marketing to help achieve your business objectives
- Integrate data-driven marketing into your overall business and strategies
- Assess and apply various data sources to solve business problems

## Data-driven Marketing Leadership

- Understand the current data-driven marketing landscape for both brands and consumers and the steps in creating an effective data-driven strategy
- Define customer centricity and its importance in achieving outstanding customer experience
- Identify the role and importance of data and feel confident with a technical part of marketing
- Become data-savvy, and easily talk to your data analysts/scientists with better understanding of the tasks they perform
- Make better business decisions, now that you understand the process behind the insights.
- Articulate complex procedures such as logistic regression and CHAID

## Data-driven Marketing Practitioner

- Explore the fundamentals of data-driven marketing, ensuring you develop a solid understanding of the process
- Use data analysis to improve the efficiency and effectiveness of a marketing programme and learn the metrics to evaluate your marketing performance
- Look at the appropriateness of measures such as ROI and find new ways to overcome specific business challenges
- Investigate analytical tools and techniques, tell stories, solve problems and make good decisions
- Build a team of experts

## Data-driven Marketing Strategy

- Assess the quality of data, gathering it from reputable sources and interpreting the results to drive actionable insights
- Select the appropriate data analysis technique in order to answer complex business problems
- Examine how to manage and engage with challenging stakeholders
- Talk to your data leaders and analysts with better understanding of the tasks they perform
- Talk about data, uncover insights and see how useful the insights can be with better understanding of the processes that drive the business decisions
- Articulate complex procedures to stakeholders and manage politics

## WHO SHOULD DO THIS COURSE:

- Marketers and Brand Managers who have some experience with data and technology but want to grow their confidence
- Analysts who may have only one perspective of data, or be a specialist in one area of data and want to broaden their skill base
- Marketing and advertising professionals who are new to data and keen to learn how to leverage data across a broad spectrum of decision making
- Small and medium-sized businesses that are looking to learn more about data
- Sales managers who need to understand how data-driven marketing works

## IN-CLASS COURSE COVERS:

### Course 1: Data-driven Practitioner Course includes the following modules

- Module 1: Defining Data-driven Marketing
- Module 2: Typical Business Challenges
- Module 3: Analytical Techniques
- Module 4: The Importance of Testing
- Module 5: Metrics for Measuring Marketing Performance
- Module 6: How to Build a Team of Data Experts

### Course 2: Data-driven Marketing Strategy Course includes the following modules

- Module 1: Data Quality, Data Gathering and Interpretation
- Module 2: Strategic Level Measurement
- Module 3: Business Advocacy
- Module 4: Stakeholder Engagement and Management
- Module 5: Strategic Development

### Course 3: Data-driven Marketing Leadership Course includes the following modules

- Module 1: Business Operations & Governance
- Module 2: Data Team Leadership
- Module 3: Cross-functional management & integration
- Module 4: Operational management

## ASSESSMENT:

Assessment: Individual Presentation on day 4



Certificate

Duration: 3.5 days, 1 per fortnight over 7 weeks

## TESTIMONIALS

The instructor had a great demeanour and very proactive. It was interesting to learn about how to overcome business problems using the intelligence of data.

- Joshua McLean, Senior Marketing Manager, AusPost

Insightful, engaging and provided a great foundation for me to start harnessing the value of data to a Marketer.

- Mrgan Peterson, Marketing Consultant, CCI

The Data-driven Marketing Certificate delivered the skills I require to write a Data Strategy. I can take the key components I've learnt and apply this to my business objectives going forward.

- Alison Diaper, Head of B2B and Partnership Marketing, World Nomads Group

The Data-driven Marketing Certificate gave a true insight into how to directly use data in marketing strategies – I really liked how it was broken down into three elements and I learnt heaps from the course to then implement in my day to day job as Marketing Manager.

- Kyra Currie, Marketing Manager, AusPost

## IN-CLASS PRICE

Member: \$2,100

Non-member: \$2,845



**In-class course available in Sydney and Melbourne.**

See page 27 for course dates.



**In-house course available.**

## Want to transform your work and career? Learn how to leverage technology and data to drive real results with an industry-recognised digital marketing certification.

In this digital marketing certificate, you'll explore every facet of digital marketing and learn the skills to apply it with confidence. Whether you're client-side or agency, you'll complete the course having an in-depth understanding of the digital landscape, where it sits within the broader marketing mix, and what you need to do to achieve your business objectives.

You'll not only receive the practical knowledge from leading experts, but you'll obtain an industry-recognised digital marketing certification from ADMA IQ for your CV.

### LEARN TO:

- Leverage the power of digital marketing and apply it to your business objectives
- Understand the broader digital landscape and strategic planning, as well as how to directly apply that knowledge through campaign planning and management and all the do's and don'ts of compliance
- Assess and apply the different digital channels to solve your business problems

### IN-CLASS COURSE COVERS:

Through discussions, presentations and theoretical exercises in class, you'll become proficient in:

#### Digital Marketing Foundations

- Consumers - understand your audience, why the marketing landscape changes and how to transform insights from consumer behaviour into favourable returns
- Content - from content strategy to planning, creation and design for the brand, this topic deals with the history, purpose and constraints of the digital channels available
- Data - what is big data and how can we use it? The question will be answered by an examination of metrics, measurement and evaluation

#### Digital Marketing Channels

- Website - learn to design for usability, function and effectiveness
- Mobile and Email - aspects include email strategy, designing responsively, data management and the Spam Act for mobile sites and apps
- Social Media Marketing - looking at social media platforms and how they're used, we'll consider the benefits, the community management and the monitoring involved
- Digital Paid Media - explore the paid media landscape including targeting, data, technology, networks and search engines

#### Digital Marketing Campaign Planning & Management

- Project Management - master managing digital projects and creating budgets, dashboards and templates
- Applications - plan your campaigns for awareness, branding, acquisition and retention
- Optimisation & Emerging Trends - discover how to predict and utilise emerging trends, technology and media

**To build on the knowledge you acquire, you will also receive access to five (5) modules of your choice (in-class certificate only).**

**You may wish to work with your instructor as the certificate progresses to determine which course is best for you.**

### ASSESSMENT IN-CLASS COURSE:

Assessment: Group presentation

### ONLINE COURSE COVERS:

Alternatively you can cover this content online, broken down into the following online courses and modules.

#### Course 1: Digital Marketing Foundations includes the following modules

- Digital Landscape
- Digital Strategy
- Understanding Customers
- Content Marketing
- Data Foundation and Planning

#### Course 2: Digital Marketing Channels includes the following modules

- Websites
- SEO
- Mobile Marketing
- Email Marketing
- Digital Marketing Compliance
- Social Media Marketing

#### Course 3: Digital Marketing Campaign Planning and Management includes the following modules

- Digital Marketing Management
- Campaign Planning
- Conversion and Optimisation

### ASSESSMENT ONLINE COURSE:

1. In-module questions and activities
2. Final online exam

### TESTIMONIALS

"I engaged with the Digital Marketing Certificate because of the amazing skills of the instructor Val. The course broke down a complex and ever-changing topic into easy-to-understand chunks. I would recommend it to anyone who is interested in marketing to achieve a tangible ROI."

- Ahmed Mahmoud, National Manager, Business Transformation,  
**Toyota Motor Corporation Australia**

"I found the course the most practical I have ever completed. I was able to integrate learnings weekly into the MyHouse business. This ranged from improving UX on website to retargeting and Adwords."

- Tracey Hamilton, Head of Marketing and eCommerce, MyHouse

"The ADMA Digital Marketing Certificate course is definitely one not to miss. The 5-day intensive course is perfect for the busy marketer ready to brush up on their digital skills to keep up to date with the latest trends. The tutor and fellow classmates were so helpful which made the course just a little easier while helping you to prepare to take on future projects and tasks full force."

- Heather Tamson, National Marketing Coordinator, Rondo Building Services

#### IN-CLASS PRICE

Member: \$3,495

Non-member: \$4,645

#### ONLINE PRICE

Member: \$2,300

Non-member: \$3,045



**In-class course available in Sydney, Melbourne, Brisbane and Perth.**

See page 27 for course dates.



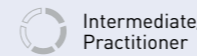
**Online course available anytime.**



**In-house course available.**



# COURSES



Intermediate/  
Practitioner



Part of the  
Analytics Certificate

Duration: 6 months to complete

## ANALYTICS FUNDAMENTALS

**Master the basics of analytical principals and discover different tools that will help you draw insights for your business.**

Knowledge is power. That's why with an ADMA analytics course you'll learn all you need to know about the core concepts of analytics and how to best use them in the real world. Understand the existing tools and techniques you can use to draw insights from analytics results and even see into the future by learning how to predict emerging trends.

### LEARN TO:

- Understand basic analytics principles and definitions and how to apply them to your business
- Investigate analytical tools and techniques and explore the value of business analytics for your organisation
- Identify the role the analytical lifecycle plays in solving problems and setting objectives
- Share and draw insight from analytics results and stay one step ahead with an eye on emerging trends in analytics

### WHAT THE COURSE COVERS:

- Explore tools and skills specific to analytics challenges through relevant case studies and interactive theoretical activities
- Develop the skills and know-how to use analytics to deliver results

### ONLINE SPECIFIC MODULES:

[Module 1: Defining Analytics](#)

[Module 2: Analytics Lifecycle](#)

[Module 3: Analytics Techniques](#)

[Module 4: Tools for Analytics](#)

[Module 5: Tools for Analytics II](#)

[Module 6: Delivering Results](#)

[Module 7: Emerging Trends](#)

#### ONLINE PRICE

Member: \$850

Non-member: \$1,150



Online course available anytime.



In-house course available.



Entry/  
Job Ready

Duration: 6 months to complete

## CAREER ACCELERATOR PACKAGE

**Get the best start to your marketing career. Learn the practical skills and knowledge essential for every new marketer.**

You've finished uni and now you're looking to stand out from the crowd, but how? University provides many of the concepts but you don't necessarily learn all the vital marketing skills that a junior marketer needs to be really ready to make a difference.

This introductory course will give you the basics of marketing including digital marketing, email marketing, social media and copywriting. Designed for graduates, interns or those new to marketing, this package enables junior marketers to be successful sooner, by understanding the basic concepts and platforms of their day-to-day jobs and getting the skills they need to become more effective in at their roles.

### LEARN TO:

Understand the basics of marketing including foundations of digital marketing, email marketing, social media and copywriting tips, tricks and techniques.

### WHAT THE COURSE COVERS:

This package is composed of 4 different online short courses. You can take the courses in any order, however it is recommended to start with the Digital Marketing Foundations course.

[Course 1: Digital Marketing Foundations](#)

[Course 2: Social Media Marketing Essentials](#)

[Course 3: Email Marketing Essentials](#)

[Course 4: Copywriting Essentials](#)

#### ONLINE PRICE

Member: \$1,470

Non-member: \$1,990



Online course available anytime.



In-house course available.

## CONTENT MARKETING STRATEGY

Discover how to drive online engagement, from the basics of content planning to creating successful business strategies.

Content is king – but only if it’s done right. Using best practice case studies, we’ll walk you through all the components of an effective content marketing strategy, helping you master how to create, distribute and manage content that converts.




### LEARN TO:

- Understand how content facilitates a connection with customers online throughout their purchase decision
- Map an effective content strategy to the customer life cycle to achieve results
- Explore content publication processes and technologies
- Optimise content for maximum impact and measure its effectiveness

### WHAT THE COURSE COVERS:

- The fundamentals of content creation and strategy, content publication processes, how to manage content, content planning and how to optimise content
- In-class discussion and practical exercises, exploring consumer behaviour and how you can develop your content marketing strategy to be a powerful engagement tool
- How to engage consumers in a conversation with your brand story

- [Module 1:](#) Content Marketing Overview
- [Module 2:](#) Planning a Content Strategy
- [Module 3:](#) Mapping Content to Audience
- [Module 4:](#) Content Creation and Production
- [Module 5:](#) Content Distribution
- [Module 6:](#) Measuring Content Marketing



<b>IN-CLASS PRICE</b> Member: \$650 Non-member: \$895		<b>In-class course available in Sydney, Melbourne, Brisbane and Perth.</b> See page 27 for course dates.
<b>ONLINE PRICE</b> Member: \$550 Non-member: \$750		<b>Online course available anytime.</b>
		<b>In-house course available.</b>

## CONVERSION RATE OPTIMISATION

Fast-track your conversion rate optimisation career. Strengthen your knowledge and proficiency with advanced CRO training.

### LEARN TO:

### WHAT THE COURSE COVERS:

<b>IN-CLASS PRICE</b> Member: \$650 Non-member: \$895		<b>In-class course available in Sydney and Melbourne.</b> See page 27 for course dates.
		<b>In-house course available.</b>

## COPYWRITING ADVANCED

Thrive in the world of professional content writing. Explore new and engaging ways to take your copywriting to the next level.

You know the basics and you can write well, but it’s time to shine. Professional content writing is a highly sought-after skill, but in a digital age of content overload, you need an edge. In this course, we’ll equip you with the skills you need to excel – writing strategic and compelling copy that will attract readers and start conversations.



### LEARN TO:

- Follow the copywriting process from start to finish and articulate an idea in a language that is both concise and engaging for others to read
- Develop solid, original creative ideas and excel at producing industry standard copy
- Master a brief by understanding it, identify its purpose, develop an approach and deliver on time
- Adopt four unique styles of copywriting

### WHAT THE COURSE COVERS:

In this hands-on course, you’ll use writing exercises, real-world examples and advanced techniques of copywriting to cover:

- Brief interpretation and key elements
- Identifying and conceptualising the big idea
- Copy foundations and techniques, including how to start
- The importance of punctuation
- Incorporating enthusiasm and passion into your writing

<b>IN-CLASS PRICE</b> Member: \$650 Non-member: \$895		<b>In-class course available in Sydney and Melbourne.</b> See page 27 for course dates.
		<b>In-house course available.</b>

## COPYWRITING ESSENTIALS

Write with confidence. Learn how to produce professional content and the essential techniques for writing effective copy.

The art of copywriting is an invaluable skill. In this popular copywriting course, explore the structure, rules and techniques involved in professional content writing. Learn to craft copy, compelling headlines, and structure documents that engage your reader. You’ll never be lost for words again.

### LEARN TO:




- Articulate an idea in a language that is both concise and engaging
- Structure your copy with a beginning, middle and end, and craft compelling headlines
- Identify the appropriate medium for your copy and tailor your copy to suit each social channel

### WHAT THE COURSE COVERS:

- Follow practical exercises and use relevant examples as guidelines to help you structure your writing and adopt a process
- Discuss the introduction to copywriting, the right questions to ask, tools and resources to draw upon, as well as the importance of the brief and marketing copywriting
- Develop and craft copy and concepts via the 4 proven formulas
- We’ll also look at simple and colloquial copy, how to close the loop, and legal and mandatories you should consider when writing

### ONLINE SPECIFIC MODULES:

- [Module 1:](#) Copywriting Foundations
- [Module 2:](#) Creative with Copy
- [Module 3:](#) Copywriting Techniques
- [Module 4:](#) Writing for Digital

<b>IN-CLASS PRICE</b> Member: \$650 Non-member: \$895		<b>In-class course available in Sydney, Melbourne and Brisbane.</b> See page 27 for course dates.
<b>ONLINE PRICE</b> Member: \$450 Non-member: \$595		<b>Online course available anytime.</b>
		<b>In-house course available.</b>



## COPYWRITING FOR CONTENT MARKETING

**Engage readers and keep them coming back for more. Learn to plan, write and publish creative content and compelling stories.**

The modern publishing space has a seemingly endless array of channels – blogs, PR, social media, articles and more. Writing copy that gets noticed is more important than ever. Master old skills and explore a variety of effective, compelling and fresh techniques for copywriting for content marketing during this hands-on copywriting training.

### LEARN TO:

- Use basic structure, essential writing techniques and apply the tricks of the trade to tailor copy to your audience
- Effectively and efficiently edit and fact check content and rework material for multiple social media channels
- Use idea-generation techniques for developing compelling stories and apply techniques that will keep your writing contemporary
- Discover essential journalistic writing techniques
- Tailor content for the appropriate channels and social media copywriting
- Develop a mission statement that guides your content development

### WHAT THE COURSE COVERS:

In class, we'll explore copywriting for content marketing, covering:

- The fundamentals of journalistic writing
- What kind of content consumers want to engage with
- Story ideas for content
- How to create engaging content
- Writing an irresistible headline
- Styles and structures to interest consumers and match your objectives
- Content quality control: fact-checking and editing
- Copywriting basics for blog, PR, social media, digital marketing and online

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 27 for course dates.



**In-house course available.**

## CREATIVE LEADERSHIP ADVANCED BUSINESS

**Build your confidence and ability to become a high impact leader in a creative marketing environment.**

Lead confidently in a creative environment and make the most of every challenge and opportunity. This course will help you develop a creative culture, how to nurture creative talent, how to build trusted business relationships that allow you and others to succeed and how to link business and creative needs with technology and innovation.

### LEARN TO:

- Build a creative culture within your business team and strengthen collaborative relationships with your peers and stakeholders
- Develop holistic KPI's that inspire and encourage your team
- Keep up with technology innovation that is always one step ahead
- Deal with many types of C leadership styles and adapt your messaging for success
- Think positively on coaching and nurturing to build talent
- Build your own portfolio of creative leadership thinking.

### WHAT THE COURSE COVERS:

- Why is Creative Leadership so important?
- Shaping a truly creative culture
- Nurturing creative talent
- Building trusted business relationships
- Connecting technology and innovation
- Bringing Creative Leadership to Life – student practice activity

### Webinar

- Review and discuss student practice result as a group

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney and Melbourne.**



**In-house course available.**

## CREATIVE THINKING IN ACTION

**Develop creative thinking to add leadership bite to your marketing capabilities.**

How do you become more effective in your role and prepare yourself for greater leadership responsibilities given the rapidly changing digital world? This one day course will equip you with a set of tools to tackle a range of creative skills needed to become a high value marketer and stand out in the crowd. The course is broken into modules where through discussions, learning practical tips and some practice you can build your own portfolio of creative leadership thinking.

### LEARN TO:

- Understand why Creative leadership skills are vital for anyone to succeed in the Advanced Digital World
- Understand several different approaches to solve problems and consumer need with an additional range of design thinking options
- Consider the creative elements that combine to create an emotional video campaign
- Appreciate the role of thought leadership with a brand to drive new sales and marketing connections
- Use the new immersive approaches to connect consumers with VR, AR and game playing

### WHAT THE COURSE COVERS:

- Creative collaboration with stakeholders/clients and leadership
- Brining emotional storytelling to life using video techniques
- The central role you can play as a champion of end to end consumer led experiences
- How holistic KPI's will drive personal and business leadership success
- Designing and delivering marketing led thought leadership
- Creating meaningful connections in the new immersive environment of VR, AR and game play

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 27 for course dates.



**In-house course available.**

## CUSTOMER JOURNEY MAPPING

**Put your customer at the heart of your business. Create a compelling customer experience using analytics and insights.**

Effective digital marketing starts with understanding your customer needs, yet most strategies focus on the product. Learn how to use customer research, analytics and the different tools that will help you draw insights from data to create a compelling customer experience. We'll show you how to put the customer at the centre of your marketing, and how to unlock a deeper understanding of the journey they go through to engage with your category, brand and product.

### LEARN TO:

- Identify and understand your key audience segments, develop a detailed customer journey for these segments and understand what key customer journeys drive your business
- Validate your journeys through research and data, and extend your customer journeys to become experience maps that include channel, content and functionality requirements
- Understand how your experience maps can then feed into channel plans, content plans and CRM strategies that are fundamentally customer centric

### WHAT THE COURSE COVERS:

- How to deeply understand your customers and how they interact with your category and product
- A range of templates covering all aspects of the process:
- Templates and framework for customer segmentation and personas
- Template for a customer journey maps and experience maps
- Examples and case studies of customer journey mapping and subsequent business outcomes
- Interactive exercises throughout the day allowing you to develop the framework for your own customer journeys

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in Sydney, Melbourne, Brisbane and Perth.**

See page 27 for course dates.



**In-house course available.**

## DATA ANALYSIS

Get the data visualisation training you need and leverage the power of data to help you find, convert and keep customers.

Whether you're in planning, implementing or review mode, this data analysis course will open your mind to the extensive possibilities for enriching your marketing through analysis. Through hands-on practice, with a selection of powerful easy-to-use tools, you'll also discover that analysis is no longer reserved for specialists – any marketer with a reasonable grasp of numbers can do it!

### LEARN TO:

- Assess data value and viability inside and outside your organisation
- Use data analysis to identify patterns and expose trends
- Analyse big data to drive sales and gain insight from customer data for marketing strategy and communication purposes
- Adopt effective data management and processing practices
- Access high performance analysis tools to tackle important marketing challenges

### WHAT THE COURSE COVERS:

This is a highly 'hands-on' course. Bring your laptop and be prepared to do some analysis using some best-in-class tools and simulated customer datasets. Find out just how intuitive and accessible data analysis is. We'll cover:

- Preparing for analysis – goals, data sources, rules and processes
- Using choice modelling to answer positioning and creative questions
- Data visualisation for segmentation and customer journey mapping
- Social media monitoring – unravelling the buzz
- Web analytics – what are the most useful insights?
- Media attribution – how to boost media efficiency
- Learning by doing – pre-test planning and post-test review
- Predictive analytics – right product, right-time, right place

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 27 for course dates.



**In-house course available.**

## DATA VISUALISATION

Learn to translate data into insightful visual stories that influence decision makers.

Data is the foundation of the digital age. Discover how to use, translate, and present data in new and enticing ways.

You will draw upon data interpretation and convert these into commercial insights, learn data visualisation at an introductory level and advance your knowledge with tips and techniques to effectively present your data and conclusions to a variety of audiences – whether they are familiar with data visualisation or not.

### LEARN TO:

- Define what data visualisation is and identify different examples of data visualisation you can use to enhance your business
- Identify analytics tools that can help you discover data, determine the types of variables in data visualisation
- Understand both how to make data memorable and the techniques involved in visual storytelling for your audience

### WHAT THE COURSE COVERS:

You'll dissect business goals and the process behind the decision maker. Looking at visual perception design, discover how to select the most compelling and appropriate approach to deliver the analytics. Current and effective examples will be shown as guides to illustrate this.

### ONLINE SPECIFIC MODULES:

[Module 1:](#) Introduction to Data Visualisation

[Module 2:](#) Discovering Data Visualisation

[Module 3:](#) Storytelling with Data

[Module 4:](#) How to Present Data

#### ONLINE PRICE

Member: \$850  
Non-member: \$1,150



**Online course available anytime.**



**In-house course available.**

## DATA-DRIVEN MARKETING LEADERSHIP

Lead effectively in a digital world. Broaden your skill set and become data-savvy.

Don't let tech be your leadership weak spot – develop a data-driven marketing mindset, better support your technical team leaders and see your business grow.

We'll get you up to speed on how business operations and governance work within the field of data, how to lead and inspire your technical teams and how to provide cross-functional management and integration.

### LEARN TO:

- Understand the current data-driven marketing landscape for both brands and consumers and the steps in creating an effective data-driven strategy
- Define customer centricity and its importance in achieving outstanding customer experience
- Identify the role and importance of data and feel confident with a technical part of marketing
- Become data-savvy, and easily talk to your data analysts/scientists with better understanding of the tasks they perform
- Make better business decisions, now that you understand the process behind the insights.
- Articulate complex procedures such as logistic regression and CHAID

### WHAT THE COURSE COVERS:

[Module 1:](#) Business Operations & Governance

[Module 2:](#) Data Team Leadership

[Module 3:](#) Cross-functional management & integration

[Module 4:](#) Operational management

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 28 for course dates.



**In-house course available.**

## DATA-DRIVEN MARKETING PRACTITIONER

You've mastered the basics of data analysis. Now, build on your skills to drive your business forward.

Become fluent in the language of data and achieve your business goals sooner. We'll show you how to access both primary and third-party data, develop actionable insight, explore data research and perform analytical techniques. You and your team will be able to tell stories with data, benchmark insights from analytics and incorporate the latest solutions and models to tackle business problems.

### LEARN TO:

- Explore the fundamentals of data-driven marketing, ensuring you develop a solid understanding of the process
- Use data analysis to improve the efficiency and effectiveness of a marketing programme and learn the metrics to evaluate your marketing performance
- Look at the appropriateness of measures such as ROI and find new ways to overcome specific business challenges
- Investigate analytical tools and techniques, tell stories, solve problems and make good decisions
- Build a team of experts

### WHAT THE COURSE COVERS:

Through interactive theoretical practices, you'll look at the appropriateness of measures such as ROI and find new ways to overcome specific business challenges. Relevant case studies will also be provided.

[Module 1:](#) Defining Data-driven Marketing

[Module 2:](#) Typical business challenges

[Module 3:](#) Analytical techniques - ways to remedy

[Module 4:](#) The importance of Testing

[Module 5:](#) Metrics for Measuring Marketing Performance

[Module 6:](#) How to build a team of data experts

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 28 for course dates.



**In-house course available.**

## DATA-DRIVEN MARKETING STRATEGY

Strategically put the customer at the centre of your marketing and use your data for better business.

Make the most of your valuable data with a strategic approach to marketing. We'll help you uncover insights about how customers interact with your brand and identify areas that would otherwise go undetected. Feel confident with this technical part of marketing and apply best practice in strategic level measurement.


### LEARN TO:


- Assess the quality of data, gathering it from reputable sources and interpreting the results to drive actionable insights
- Select the appropriate data analysis technique in order to answer complex business problems
- Examine how to manage and engage with challenging stakeholders
- Talk to your data leaders and analysts with better understanding of the tasks they perform
- Talk about data, uncover insights and see how useful the insights can be with better understanding of the processes that drive the business decisions
- Articulate complex procedures to stakeholders and manage politics

### WHAT THE COURSE COVERS:

- [Module 1:](#) Data Quality, Data Gathering and Interpretation
- [Module 2:](#) Strategic Level Measurement
- [Module 3:](#) Business Advocacy
- [Module 4:](#) Stakeholder Engagement and Management
- [Module 5:](#) Strategic Development

**IN-CLASS PRICE**  
Member: \$650  
Non-member: \$895

 **In-class course available in Sydney and Melbourne.**  
See page 28 for course dates.

 **In-house course available.**

## DIGITAL ANALYTICS FOR MARKETERS

Introducing an accessible approach to measuring, analysing and optimising digital marketing activity.

Discover a world of information at your fingertips and enjoy an accessible approach to measuring, analysing and optimising your digital marketing activities. Understand digital data with confidence and unleash the power of metrics, using Google's powerful analytics tools to grow your business.


### LEARN TO:


- Apply a metrics framework to any digital campaign and uncover hidden consumer insights to effectively communicate with your consumers
- Learn to use Google Analytics, read and interpret key reports in Google Analytics, and apply analytics within the planning process
- Accurately attribute conversions in a multi-channel campaign
- Understand digital data sources, web marketing analytics, conversion attribution, email marketing analytics, direct marketing analytics and more

### WHAT THE COURSE COVERS:

- Through an engaging and hands-on approach, we'll cover:
- Defining a marketing analytics framework
  - Reporting on metrics
  - Matching strategic and tactical goals to metrics
  - Finding and developing the right data
  - Online data sources and their limitations
  - Campaign flow and media attribution
  - Potential campaign flows and response tracking
  - Media attribution in a multi-channel world
  - Driving conversions through effective targeting
  - Cross-channel integration and targeting matrix

**IN-CLASS PRICE**  
Member: \$650  
Non-member: \$895

 **In-class course available in Sydney and Melbourne.**  
See page 28 for course dates.

 **In-house course available.**

## DIGITAL COPYWRITING ESSENTIALS

Write with impact. Master the basics of writing engaging copy for the web, landing pages, email, social and more.

Digital copywriting has one major challenge – the reader is in charge. Unlike traditional mediums, such as TV, radio or print, the reader can choose their own journey through the information.

As a writer, you need to understand how people read a screen, what they want, and how they go about hunting it down.

Join us for an informative, practical one day digital copywriting course as we explore the skills of writing for digital platforms. What gets an email opened? What are the most powerful five words for a landing page headline? How does the eye track on a website? How do you engage on social?

Always engaging and full of research-driven insights, this digital copywriting course is an essential step to help you create effective digital copy.


### LEARN TO:


- Explore the foundations of good copy and how the rules transform for an online arena
- Develop and write engaging copy using proven processes and techniques
- Build your audience through writing compelling tailored for each of the major digital channels
- Understand the challenges and opportunities of writing for Google

### WHAT THE COURSE COVERS:

- How to write effective, compelling copy no matter what the medium
- Understand the differences between traditional and digital mediums
- Learn how to write more effectively for the web and landing pages
- Learn the key elements of an email that gets it opened and read
- Understand what works best for social media

**IN-CLASS PRICE**  
Member: \$650  
Non-member: \$895

 **In-class course available in Sydney, Melbourne, Brisbane and Perth.**  
See page 28 for course dates.

 **In-house course available.**

## DIGITAL MARKETING CAMPAIGN PLANNING & MANAGEMENT

Harness the power of digital campaign planning and discover how digital marketing can make your campaigns thrive.

During this online digital marketing course, you'll explore the practical elements of digital marketing, and how you can use them within your brand's activity. You'll learn to determine the right resources, budget plan and identify opportunities for optimisation – everything you need to know to make your next campaign a success.

### LEARN TO:


- Manage, plan, budget and optimise digital channels within your campaign for better customer engagement, acquisition and retention
- Identify digital partners, budget digital activity, successfully use digital channels and optimise them through testing and measurement
- Understand differences between consumer awareness, acquisition and retention when using digital channels


### WHAT THE COURSE COVERS:

Through an online interactive approach, you'll discover how to manage, plan, budget and optimise digital channels within your campaign for better customer engagement, acquisition and retention. You'll learn this through the following modules:

- [Module 1:](#) Finding the Right Digital Partners
- [Module 2:](#) Budgeting
- [Module 3:](#) Campaign Planning
- [Module 4:](#) Optimisation

**ONLINE PRICE**  
Member: \$450  
Non-member: \$595

 **Online course available anytime.**

 **In-house course available.**

## DIGITAL MARKETING CHANNELS

**Want to optimise your use of key digital channels? Learn to build your brand and own your online space.**

Businesses with advanced digital engagement are more likely to grow. Strengthen your existing digital knowledge and reach your business goals sooner. Learn how to drill down and optimise digital channels individually for maximum impact. Discover how to use each digital marketing channel to craft a customer-centric online presence. And uncover information about the contributions the channel is making to the consumer journey and how you can utilise it in your marketing activity.

### LEARN TO:

- Understand the role of each digital channel in relation to the consumer and how the digital channel fits into your overall business strategy
- Understand and apply the essentials from the Spam and Privacy Acts to your email marketing practices
- Select the appropriate paid digital media options and learn how to optimise placements
- Apply best practice in developing a website and managing an email database
- Examine various social channels and how consumers interact with them to maximise engagement

### WHAT THE COURSE COVERS:

Through engaging online content, you'll explore the following modules:

- [Module 1: Websites](#)
- [Module 2: Email](#)
- [Module 3: Complying with the Spam Act 2003 and the Privacy Act 1988](#)
- [Module 4: Digital Paid Marketing](#)
- [Module 5: Social Media Marketing](#)
- [Module 6: Mobile Marketing](#)

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**Online course available anytime.**



**In-house course available.**

## DIGITAL MARKETING ESSENTIALS

**Advance your digital marketing skills. Learn how to leverage technology and data to drive results.**

Get the inside track to marketing success and learn digital marketing. From Facebook to Google Analytics, gain industry tips and tricks for successfully incorporating digital channels into your campaigns.

### LEARN TO:

- Understand the online marketing landscape and identify the appropriate online media to achieve your objectives
- Understand the value of analytics and how to understand a Google Analytics report to create insights
- Incorporate social media and content as singular parts of your marketing strategy and how to create gorgeous content using free tools
- Buy Facebook media and understand the targeting options available
- Understand SEO and how to make the most of paid and organic search
- Craft and manage email marketing that is spam compliant
- Understand mobile and its impact on the digital landscape

### WHAT THE COURSE COVERS:

- The role of content and data in digital marketing
- The channel options within paid media
- The development and usability of websites
- Establishing and managing SEO best practice
- Email marketing and databases
- New technology and tactics, mobile marketing and emerging media
- Creating AdWords campaigns and researching keywords
- How to effectively leverage the available tools in marketing for social media including creating content and buying sponsored posts.
- Digital marketing and the role of agencies when campaign planning
- Cross-media integration – tying it all together for acquisition and retention

#### IN-CLASS PRICE

Member: \$1,225  
Non-member: \$1,695



**In-class course available in Sydney, Melbourne and Brisbane.**

See page 28 for course dates.



**In-house course available.**

## DIGITAL MARKETING FOUNDATIONS

**Get digitally savvy. Understand the digital landscape, and the role of data, content and customer experience.**

Whether you want to sell online, increase your social media reach, or improve your customer engagement, you first need to understand the basics of digital marketing.

During this online digital marketing foundations course, you'll learn the core principles of digital marketing, explore the role of data and content and how this can shape customer experience – everything you need to plug into the digital age.

### LEARN TO:

- Understand the current digital landscape for both brands and consumers
- Define customer centricity and its importance in achieving outstanding customer experience
- Identify the steps in creating an effective digital strategy
- Identify the role and importance of data

### WHAT THE COURSE COVERS:

Through interactive online content, you'll explore the following modules:

- [Module 1: Digital Landscape](#)
- [Module 2: Digital Strategy](#)
- [Module 3: Customer Experience](#)
- [Module 4: Content Creation and Planning](#)
- [Module 5: Data Foundation and Planning](#)
- [Module 6: Data Analytics](#)

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**Online course available anytime.**



**In-house course available.**

## DIGITAL MARKETING STRATEGY

**Uncover the framework and processes for developing and delivering successful digital marketing.**

Digital marketing continues to grow in its importance in the marketing mix – but where do you start? The range of channels and options for messaging are ever-expanding.

During this course, you'll walk through the process for developing a digital strategy that ensures your marketing activity is aligned with your business goals, and optimises your use of digital channels.

### LEARN TO:

- Identify what scope of digital strategy you need for your business, define key business objectives, who the key stakeholders are and how to work them
- Structure and run your digital strategy project
- Develop customer segments, and customer experience maps aligned to your business objectives
- Understand insights from your own digital assets and the broader competitive landscape and apply key trends
- Develop a strategic framework that aligns digital activity to customer journeys and business outcomes
- Expand your strategy into the key components for implementation – content plans, data and CRM strategies, channel plans
- Put together a KPI and metrics framework to track strategy effectiveness

### WHAT THE COURSE COVERS:

- Understanding the role of digital within the business
- Identifying how your target audience is using digital
- Getting to grips with your digital landscape
- How the various elements of digital are used against strategic objectives
- Developing strategies for customer acquisition, retention and branding
- Implementing a digital strategy successfully

#### IN-CLASS PRICE

Member: \$1,450  
Non-member: \$1,950



**In-class course available in Sydney, Melbourne and Perth.**

See page 28 for course dates.



**In-house course available.**

## EMAIL MARKETING

**Boost your email marketing results with proven techniques, technical solutions and strategy.**

Email is not only one of the oldest online technologies, it's also one of the most profitable – and with good reason. It's one of the easiest mediums to test and optimise, and those collective learnings over the years have produced a highly versatile and effective marketing tool.

In this course, re-think how you're using email in the marketing mix and focus on the most up-to-date tactics and techniques to ensure your emails improve your customers' experience and produce better results.

### LEARN TO:

- Get the email marketing basics right, from strategy to delivery, email composition and conversion techniques
- Focus on customer experience and targeting in a mobile-centric world
- Acquire more opt-in emails with effective data gathering in compliance with the Spam Act
- Use data-driven techniques to improve the targeting and relevance of emails
- Improve results and customer engagement with marketing automation
- Concentrate your efforts on test and learn methods to continually improve

### WHAT THE COURSE COVERS:

- [Module 1:](#) Email Marketing Overview
- [Module 2:](#) Planning an Email Strategy
- [Module 3:](#) Email Marketing Strategies
- [Module 4:](#) Email Delivery
- [Module 5:](#) Email Content and Design
- [Module 6:](#) Data and Email Management
- [Module 7:](#) Complying with the Spam Act 2003 and the Privacy Act 1988
- [Module 8:](#) Measuring Email Performance

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**In-class course available in Sydney and Melbourne.**

See page 28 for course dates.

**Online course available anytime.**

**In-house course available.**

## MASTERING PRESENTATION SKILLS

**Learn how to create powerful presentations for maximum impact.**

On this public speaking course you'll develop, build and present a powerful message; a must-have skill for all marketers, analysts and sales professionals.

Whether pitching an idea, reporting updates, or sharing information, being able to present well is half the battle. This one-day public speaking course shares practical tips, techniques and insights to become a better presenter.

If you ever need to communicate to one person, or many, this public speaking course will give you the confidence and skills to do it well.

### LEARN TO:

- Plan, design, create, develop and present compelling presentations
- Engage your audience through a more visual style
- Structure your presentation to connect with all types of audience
- Trust your content, to present with confidence and impact
- Overcome nerves, audience questions and technical challenges

### WHAT THE COURSE COVERS:

- Setting public speaking presentation objectives and outcomes
- Advanced techniques to connect and engage with the appropriate audience
- Structuring your content
- Develop public speaking skills
- Developing posture, breathing, voice, pitch and timing for maximum effect
- Using video, audio and imagery to add impact to presentations
- Presenting without Powerpoint
- Dealing with different size audiences
- Overcome the fear of public speaking
- Understanding the power of storytelling, anecdotes and case studies

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 28 for course dates.

**In-house course available.**

## PRACTICAL PREDICTIVE ANALYTICS

**Look to the future – use advanced analysis to confidently forecast your business activity.**

You've seen how predictive analytics tools can benefit your business, now it's time to dial up your skills. Discover how, through advanced analysis, you can forecast, model and optimise data to create site traffic modelling for opportunities and prevent loss.

### LEARN TO:

- Connect analytics with business goals
- Determine key data types and methods adopted to treat data anomalies and categorical variables
- Identify techniques used in variable exploration and understand when to use variable sampling techniques
- Apply different techniques for predictive modeling and the considerations for selecting analysis method

### WHAT THE COURSE COVERS:

Looking at predictive analytics in marketing, this online course includes relevant examples of datasets, the challenges faced, and how to interpret results.

[Module 1:](#) Introduction to Predictive Analytics

[Module 2:](#) Developing a Business Case

[Module 3:](#) Data Reduction

[Module 4:](#) Variable Exploration & Model Feasibility

[Module 5:](#) Sample Design

[Module 6:](#) Predictive Modelling Techniques

[Module 7:](#) Evaluation of Model Effectiveness

#### ONLINE PRICE

Member: \$850  
Non-member: \$1,150



**Online course available anytime.**

**In-house course available.**

## PRIVACY AND MARKETING COMPLIANCE

**Know the law. Manage your data-driven marketing within the boundaries of privacy and compliance.**

Connecting with your customer in the digital age can be tricky. In an online world it's easier than ever, but just because you can doesn't mean you should. Don't risk your brand's reputation by breaking the law.

In this course, learn to navigate the law like a pro. We'll help you to view the complex details of compliance through a straightforward commercial lens.

### LEARN TO:

- Identify the legal and ethical boundaries for advertising content and promotional tactics
- Determine the privacy compliance status of your existing customer data and how to gather data in a privacy-compliant way
- Manage personal communications and avoid the Spam trap
- Assess your quality control and data security measures and control the sharing or disclosure of data with internal and external stakeholder
- Manage your content development in line with ethics, fair practice guidelines and copyright laws
- Consider laws affecting marketing such as promotions and competitions

### WHAT THE COURSE COVERS:

- Clear and simple guidelines to help you avoid the real danger of breaking the law by using your customer data in the wrong way
- How to manage the risks of non-compliance in advertising, social media, blogs and website content

[Module 1:](#) Marketing & Advertising Content

[Module 2:](#) Competition & Prize Giveaways

[Module 3:](#) Intellectual Property: copyright & trade marks

[Module 4:](#) Privacy

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**In-class course available in Sydney and Melbourne.**

See page 28 for course dates.

**Online course available anytime.**

**In-house course available.**

## RETENTION AND LOYALTY MARKETING STRATEGY

**Stand out. Improve your customer experience and learn the art of retaining loyal customers.**

Invest in your customers and they'll invest in you. But where do you start? This course has been developed by global loyalty education experts, The Loyalty Academy, and local loyalty experts, Ellipsis & Company. It offers the world's first formalised educational and training curriculum for customer loyalty professionals and marketers.

### LEARN TO:

- Understand the principles, best practices and trends of retention and loyalty marketing to drive customer engagement
- Implement best practices and proven models for designing the core of any retention and loyalty marketing effort: the customer value proposition
- Incorporate soft-benefit recognition elements—special access, special privilege, unique experiences
- Understand the fundamentals of customer segmentation and loyalty analytics and the link between reward redemption and customer value
- Understand the key financial considerations in planning and managing a retention initiative such as a loyalty program

### WHAT THE COURSE COVERS:

- Introduction to Loyalty Marketing and Current Loyalty Trends
- The Psychology of Customer Loyalty
- Creating a Customer Value Proposition
- Principles of Soft Benefit Design
- The Intersection of Loyalty and Engagement
- Introduction to Loyalty Analytics & Financial Modelling
- Loyalty for the Digital Consumer and The Mobile Loyalty Landscape

#### IN-CLASS PRICE

Member: \$1,450  
Non-member: \$1,950



**In-class course available in Sydney and Melbourne.**

See page 28 for course dates.



**In-house course available.**

## SENTIMENT ANALYSIS

**Unlock the secrets of sentiment marketing and grow your business.**

Like a digital litmus test, sentiment helps you to detect attitudes and predict intent. Sentiment marketing has become essential in the marketer's arsenal.

In this course, develop a deeper understanding of how to work with unstructured text data, such as social media, and learn how traditional machine learning and predictive analytics techniques can be used for the purposes of sentiment analysis. Discover best-practice approaches that use modern text-mining and predictive analytics techniques to gain insight into consumer opinions and forecast behaviours.

### LEARN TO:

- Analyse unstructured text data, understand and effectively address common challenges in text analysis and reveal insights that aid business decision making
- Understand text-mining approaches, relationships between text-mining and predictive analytics, relevant commercial and open source tools, and the datasets most conducive for sentiment analysis will be examined
- Retrieve social media generated textual data from the web and apply best practice approaches to textual data pre-processing and enrichment techniques including normalisation, tokenisation, stemming, lexicons creating and usage
- Gain insight into using modern analytical techniques to derive sentiment from the data

### WHAT THE COURSE COVERS:

- [Module 1: What is Sentiment Analysis?](#)
- [Module 2: Text Analysis](#)
- [Module 3: Data Pre-processing](#)
- [Module 4: Measuring Sentiment](#)

#### ONLINE PRICE

Member: \$850  
Non-member: \$1,150



**Online course available anytime.**



**In-house course available**

## SOCIAL MEDIA MARKETING ESSENTIALS

**Build campaigns that convert. Master the basics behind social media marketing and adopt winning practices.**

Want to get up to speed with the latest trends, techniques and technologies in social media? Whether you're a B2B or B2C marketer, client-side or agency, this course will help you craft your own social media campaign, from strategic social media planning through to execution and optimisation.

### LEARN TO:

- Plan social media and social media marketing tactics to achieve results
- Identify all the major social channels, tailor content appropriate to the channel, and engage the right consumer in the right space
- Measure and optimise your social media activity

### WHAT THE COURSE COVERS:

In class we'll adopt a test-and-learn approach and discover how to use both free and paid tools for monitoring content, task scheduling and automation, as well as how to measure performance and what to do with those results. Alternatively, you can cover this content online, broken down into the following modules:

- [Module 1: The Social Media Landscape](#)
- [Module 2: Campaign Analysis](#)
- [Module 3: Campaign Planning](#)
- [Module 4: Content Creation](#)
- [Module 5: Content Distribution](#)
- [Module 6: Managing Campaigns](#)

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895

#### ONLINE PRICE

Member: \$550  
Non-member: \$750



**In-class course available in Sydney, Melbourne and Brisbane.**

See page 28 for course dates.



**Online course available anytime.**



**In-house course available.**

## SOCIAL MEDIA MARKETING STRATEGY

**Level up your social media marketing. Research, plan and implement a successful strategy that sells.**

Social media isn't just for catching up with friends – it's a way for consumers to engage and communicate with brands. But this doesn't mean businesses should just start a Facebook page or Twitter account. It's not that simple, as there are right and wrong strategies to use with each channel.

Looking at these channels and their tactics, you'll learn how to develop, implement and measure social media activity to achieve your business goals.

### LEARN TO:

- Measure social media and run a social media audit to understand your social media activities
- Extract insights from social analytics to shape your social media strategy
- Create an integrated channel plan across Facebook, Twitter and more and effectively manage and optimise campaigns
- Set social media policies for your business

### WHAT THE COURSE COVERS:

- Social auditing of content strategy, community management, tools, platform usage
- Social listening using a hands-on demo
- Extracting insights from social analytics
- Writing a publishing calendar and allocating budget for social ad spend
- Managing social media including measuring and optimising activity
- Identifying the tools you need for listening, content management and analytics
- Creating a social media policy for staff
- Organising community management

#### IN-CLASS PRICE

Member: \$650  
Non-member: \$895



**In-class course available in Sydney and Melbourne.**

See page 28 for course dates.



**In-house course available.**

# 2019 IN-CLASS COURSE CALENDAR

COURSE NAME	DURATION	ONLINE	SYDNEY	MELBOURNE	BRISBANE	PERTH
<b>CERTIFICATES</b>						
<b>Analytics Certificate</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Content Marketing Certificate</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Data-driven Marketing Certificate</b>	3.5 days, 1 per fortnight over 7 weeks	-	Starts 1 May 2019	Starts 8 May 2019	-	-
<b>Digital Marketing Certificate (Evening)</b>	1 evening per week over 11 weeks		Starts 20 Mar 2019	Starts 20 Mar 2019	Starts 28 Mar 2019	Starts 28 Mar 2019
<b>Digital Marketing Certificate (Intensive)</b>	1 day per fortnight over 10 weeks		Starts 2 Apr 2019	Starts 2 Apr 2019	Study online anytime	Study online anytime
<b>COURSES</b>						
<b>Analytics Fundamentals</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Career Accelerator Package</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Content Marketing Strategy</b>	1 day		28 Feb 2019	13 Mar 2019	9 May 2019	9 May 2019
<b>Conversion Rate Optimisation Course</b>	1 day	-	1 May 2019	6 Jun 2019	-	-
<b>Copywriting Advanced</b>	1 day	-	11 Apr 2019	7 May 2019	-	-
<b>Copywriting Essentials</b>	1 day		11 Apr 2019	2 Apr 2019	Study online anytime	Study online anytime
<b>Copywriting for Content Marketing</b>	1 day	-	20 Mar 2019	15 May 2019	-	-
<b>Creative Leadership - Advanced Business</b>	1 day	-	8 May 2019	25 Jun 2019	-	-
<b>Creative Thinking In Action</b>	1 day	-	9 May 2019	25 Jun 2019	-	-
<b>Customer Journey Mapping</b>	1 day	-	13 Mar 2019	4 Jun 2019	28 May 2019	19 Jun 2019
<b>Data Analysis for Marketers</b>	1 day	-	13 Mar 2019	15 May 2019	-	-
<b>Data Visualisation</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime

COURSE NAME	DURATION	ONLINE	SYDNEY	MELBOURNE	BRISBANE	PERTH
<b>Data-driven Marketing Leadership</b>	1 day	-	29 May 2019	5 Jun 2019	-	-
<b>Data-driven Marketing Practitioner</b>	1 day	-	1 May 2019	9 May 2019	-	-
<b>Data-driven Marketing Strategy</b>	1 day	-	15 May 2019	2 May 2019	-	-
<b>Digital Analytics for Marketers</b>	1 day	-	10 Apr 2019	21 Mar 2019	-	-
<b>Digital Copywriting Essentials</b>	1 day	-	21 May 2019	8 May 2019	-	-
<b>Digital Marketing Campaign Planning &amp; Management</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Digital Marketing Channels</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Digital Marketing Essentials</b>	2 days	-	26-27 Feb 2019	5-6 Mar 2019	10 Apr 2019	-
<b>Digital Marketing Foundations</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Digital Marketing Strategy</b>	2 days	-	7-8 May 2019	11-12 Jun 2019	-	-
<b>Email Marketing</b>	1 day		8 May 2019	30 Apr 2019	Study online anytime	Study online anytime
<b>Mastering Presentation Skills</b>	1 day	-	5 Jun 2019	3 Apr 2019	-	-
<b>Paid Search &amp; Programmatic Fundamentals</b>	1 day		6 June 2019	19 June 2019	Study online anytime	Study online anytime
<b>Practical Predictive Analytics</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>Privacy &amp; Marketing Compliance</b>	1 day		3 Apr 2019	1 May 2019	Study online anytime	29 May 2019
<b>Retention and Loyalty Marketing Strategy</b>	2 days	-	1 May & 2 May 2019	4-5 Jun 2019	-	-
<b>Sentiment Analysis</b>	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
<b>SEO Fundamentals</b>	1 day		16 Apr 2019	10 Apr 2019	Study online anytime	Study online anytime
<b>Social Media Marketing Essentials</b>	1 day		19 Mar 2019	11 Apr 2019	Study online anytime	Study online anytime
<b>Social Media Marketing Strategy</b>	1 day	-	13 June 2019	30 May 2019	-	-

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