

SEMESTER 2 2018 IN-CLASS CALENDAR

COURSE NAME	DURATION	ONLINE	SYDNEY	MELBOURNE	BRISBANE	PERTH
CERTIFICATES						
Analytics Certificate	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Content Marketing Certificate	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Data-driven Marketing Certificate	3.5 days, 1 per fortnight over 7 weeks	-	Starts 25 Sep	Starts 2 Oct	-	-
Digital Marketing Certificate (Evening)	1 evening per week over 11 weeks		Starts 8 Aug	Starts 29 Aug	Starts 16 Aug	Study online anytime
Digital Marketing Certificate (Intensive)	1 day per fortnight over 10 weeks		Starts 10 Jul	Starts 28 Aug	Study online anytime	Study online anytime
COURSES						
Analytics Fundamentals	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Career Accelerator Package	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Content Marketing Strategy	1 day		29 Aug & 23 Oct	21 Aug & 1 Nov	5 Sep	18 Oct
Conversion Rate Optimisation Course	1 day	-	5 Sep	18 Sep	-	-
Copywriting Advanced	1 day	-	12 Sep	10 Oct	26 Sep	-
Copywriting Essentials	1 day		30 Aug & 31 Oct	7 Sep	23 Oct	Study online anytime
Copywriting for Content Marketing	1 day	-	29 Aug	25 Sep	-	-
Creative Leadership - Advanced Business	1 day	-	30 Oct	17 Oct	-	-
Creative Thinking In Action	1 day	-	31 Oct	16 Oct	-	-
Customer Journey Mapping	1 day	-	4 Sep & 16 Oct	28 Aug & 23 Oct	31 Jul	-
Data Analysis	1 day	-	22 Aug	30 Aug	-	-
Data Visualisation	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime

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Data-driven Marketing Leadership	1 day	-	23 Oct	30 Oct	-	-
Data-driven Marketing Practitioner	1 day	-	25 Sep	2 Oct	-	-
Data-driven Marketing Strategy	1 day	-	9 Oct	16 Oct	-	-
Digital Analytics for Marketers	1 day	-	6 Sep	9 Aug	-	-
Digital Copywriting Essentials	1 day	-	25 Oct	9 Oct	27 Sep	4 Oct
Digital Marketing Campaign Planning & Management	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Digital Marketing Channels	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Digital Marketing Essentials	2 days	-	17 - 18 Jul & 7 - 8 Nov	23-24 Aug & 1-2 Nov	9-10 Oct	-
Digital Marketing Foundations	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Digital Marketing Strategy	2 days	-	31 Oct - 1 Nov	18 - 19 Sep	6 - 7 Nov	-
Email Marketing	1 day		27 Sep	4 Oct	Study online anytime	Study online anytime
Mastering Presentation Skills	1 day	-	28 Aug	20 Sep	-	-
Paid Search & Programmatic Fundamentals	Up to 6 months		24 Oct	16 Oct	Study online anytime	Study online anytime
Practical Predictive Analytics	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Privacy & Marketing Compliance	1 day		11 Sep	26 Sep	Study online anytime	9 Oct
Retention and Loyalty Marketing Strategy	2 days	-	3 Oct	24 Oct	-	-
Sentiment Analysis	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
SEO Fundamentals	Up to 6 months		26 Sep	11 Oct	Study online anytime	Study online anytime
Social Media Marketing Essentials	1 day		8 Aug & 23 Oct	7 Aug & 31 Oct	3 Aug	Study online anytime
Social Media Marketing Strategy	1 day	-	25 Sep	4 Sep	10 Oct	-

*Dates are subject to change