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SEMESTER 2 2017

	TOPIC	DURATION	ONLINE	SYDNEY	MELBOURNE	BRISBANE	PERTH
CERTIFICATES							
Analytics Certificate	 Analytics	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Content Marketing Certificate	 Content	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Conversion Rate Optimisation Certificate	 Marketing Technology	1 day per fortnight over 10 weeks		17 Aug			
Creative School	 Creative	2 nights per week over 10 weeks		24 Aug	24 Aug		
Digital Marketing Certificate (Evening) Digital Marketing Certificate (Intensive)	 Digital Marketing	1 evening per week or 5 individual days		23 Aug – 15 Nov 19 Sep – 14 Nov	23 Aug – 15 Nov 19 Sep – 14 Nov	7 Sep – 30 Nov	7 Sep – 30 Nov
Code School	 Marketing Technology	1 night per week over 6 weeks		Classes resume 2018			
Marketing Technology Certificate	 Marketing Technology	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
ENTRY LEVEL COURSES							
Copywriting Essentials	 Creative	1 day		1 Jun, 23 Oct	11 Jul, 25 Oct		
Digital Copywriting Essentials	 Creative	1 day		13 Sep	21 Sep	11 Oct	17 Oct
Digital Marketing Campaign Planning & Management	 Digital Marketing	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Digital Marketing Channels	 Digital Marketing	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Digital Marketing Essentials	 Digital Marketing	2 days		26 Jul, 1 Nov	12 Jul, 1 Nov	8 Jun, 31 Oct	23 – 24 Aug
Digital Marketing Foundations	 Digital Marketing	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
SEM Essentials	 Search	1 day		18 Oct	25 Oct	11 Oct	Study online anytime
SEO Essentials	 Search	1 day		19 Sep	13 Jun, 10 Oct	18 July	Study online anytime
Social Media Marketing Essentials	 Social	1 day		20 Jun, 30 Aug, 24 Oct	15 Aug, 25 Oct	13 Jun	
DEVELOPING LEVEL COURSES							
Analytics Fundamentals	 Analytics	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Conducting User Research	 Data	1 day		Classes resume 2018	Classes resume 2018		
Copywriting for Content Marketing	 Creative	1 day		17 Oct	12 Sep		

SEMESTER 2 2017

	TOPIC	DURATION	ONLINE	SYDNEY	MELBOURNE	BRISBANE	PERTH
INTERMEDIATE COURSES							
Conversion Rate Optimisation	 Digital Marketing	1 day		19 Oct	15 Jun		
Customer Journey Mapping	 Marketing Technology	1 day		14 Sep	12 Sep		
Data Analysis for Marketers	 Data	1 day		13 Sep	6 Jul, 20 Sep		
Data Visualisation	 Analytics	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Data-driven Marketing & Advertising	 Digital Marketing	1 day		10 Oct	6 Jun, 12 Oct		
Digital Analytics for Marketers	 Data	1 day		12 Oct	13 Jun, 24 Oct		
Digital Transformation	 Marketing Technology	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Marketing Automation	 Marketing Technology	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Privacy & Marketing Compliance	 Privacy	1 day		18 Oct	9 Nov	26 Sep	3 Oct
Programmatic Advertising	 Marketing Technology	1 day		15 Jun, 2 Nov	3 Nov	Study online anytime	Study online anytime
PROFICIENT LEVEL COURSES							
B2B Digital Marketing Strategy	 Digital Marketing	1 day		11 Oct	18 Oct		
Content Marketing Strategy	 Content	1 day		19 Jul, 18 Oct	27 Jul, 2 Nov	13 Jul	14 Sep
Copywriting Advanced	 Creative	1 day		6 Sep	23 Jun, 13 Oct	10 Oct	9 Nov
Digital Marketing Strategy	 Digital Marketing	2 days		11 Oct	4 Sep		
Email Marketing	 Digital Marketing	1 day		25 Oct	8 Nov	Study online anytime	Study online anytime
Retention and Loyalty Marketing Strategy	 Data	2 days		20 Sep	25 Jul, 16 Nov		
Social Media Marketing Strategy	 Social	1 day		13 Sep	5 Sep	18 Oct	
Creative Leadership - Advanced Business	 Creative	1 day		8 Nov	21 Nov		
Creative Leadership - Advanced Craft	 Creative	1 day		9 Nov	22 Nov		
ADVANCED COURSES							
Practical Predictive Analytics	 Analytics	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Sentiment Analysis	 Analytics	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime