

IN-CLASS CALENDAR

SEMESTER 1 2018	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 Advanced Certificate	1 evening per week over 11 weeks	-	5 Apr	-	-	-
Content Marketing Certificate	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Conversion Rate Optimisation Certificate	5 days, 1 per fortnight over 10 weeks	-	TBC	-	-	-
Creative School	2 nights per week over 10 weeks	-	TBC	TBC	-	-
Data-driven Marketing Certificate	3.5 days, 1 per fortnight over 7 weeks	-	Starts 12 Apr	Starts 19 Apr	-	-
Digital Marketing Certificate (Evening)	1 evening per week over 11 weeks		Starts 28 Feb, 3 Apr	Starts 28 Feb	Starts 15 Mar	Starts 15 Mar
Digital Marketing Certificate (Intensive)	1 day per fortnight over 10 weeks		Starts 13 Feb, 3 May	Starts 6 Mar	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		8 Mar & 10 May	7 Mar & 8 May	13 Mar	15 May
Conversion Rate Optimisation Course	1 day	-	10 Apr	5 Apr	-	-
Copywriting Advanced	1 day	-	31 May	29 Mar & 24 May	-	-
Copywriting Essentials	1 day		1 Mar & 2 May	27 Feb & 13 Apr	15 May	Study online anytime
Copywriting for Content Marketing	1 day	-	7 Mar	4 May	-	-
Creative Leadership - Advanced Business	1 day	-	19 Jun	12 Jun	-	-
Customer Journey Mapping	1 day	-	1 Mar & 23 May	20 Mar & 17 May	8 May	12 Jun
CX For CMOs	1 day	-	1 Mar & 5 Apr	15 Mar & 12 Apr	-	-
Data Analytics for Marketers	1 day	-	19 Apr	10 May	-	-

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Data Visualisation	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Data-driven Marketing Leadership	1 day	-	17 May	24 May	-	-
Data-driven Marketing Practitioner	1 day	-	12 Apr	19 Apr	-	-
Data-driven Marketing Strategy	1 day	-	3 May	10 May	-	-
Digital Analytics for Marketers	1 day	-	22 May	10 Apr	-	-
Digital Copywriting Essentials	1 day	-	18 Apr	29 May	16 May	22 May
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	-	6 - 7 Mar, 15 - 16 May	8-9 May	17 - 18 Apr	-
Digital Marketing Foundations	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Digital Marketing Strategy	2 days	-	6 - 7 Jun	29 - 30 May	-	13 - 14 Jun
Email Marketing	1 day		20 Mar	27 Mar	Study online anytime	Study online anytime
Marketing To Mums	1 day	-	12 Jun	6 Jun	-	-
Practical Predictive Analytics	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Privacy & Marketing Compliance	1 day		15 Mar	22 Mar	Study online anytime	Study online anytime
Programmatic Advertising	1 day		5 Jun	19 Jun	Study online anytime	Study online anytime
Retention and Loyalty Marketing Strategy	2 days	-	11 - 12 Apr	15 - 16 May	-	-
SEM Essentials	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Sentiment Analysis	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime
SEO Essentials	1 day		17 Apr	7 May	Study online anytime	Study online anytime
Social Media Marketing Essentials	1 day		21 Feb & 24 Apr	14 Feb & 2 May	9 May	Study online anytime
Social Media Marketing Strategy	1 day	-	4 Apr	23 May	-	-