

# IN-CLASS CALENDAR

SEMESTER 2 2018	DURATION	ONLINE	SYDNEY	MELBOURNE	BRISBANE	PERTH
<b>CERTIFICATES</b>						
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
Creative School	2 nights per week over 10 weeks	-	Starts 16 Aug	-	-	-
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 8 Aug	Starts 16 Aug	Starts 16 Aug
Digital Marketing Certificate (Intensive)	1 day per fortnight over 10 weeks		Starts 10 Jul	Starts 28 Aug	Study online anytime	Study online anytime
<b>COURSES</b>						
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		23 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	-	-
Data Analytics for Marketers	1 day	-	22 Aug	30 Aug	-	-
Data Visualisation	Up to 6 months		Study online anytime	Study online anytime	Study online anytime	Study online anytime

\*Dates are subject to change

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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	15-16 Aug & 30-31 Oct	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	1 day	-	28 Aug	20 Sep	-	-
Marketing To Mums	1 day	-	11 Oct	8 Nov	-	-
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
Programmatic Advertising	1 day		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Retention and Loyalty Marketing Strategy	2 days	-	3 Oct	24 Oct	-	-
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		Study online anytime	Study online anytime	Study online anytime	Study online anytime
Social Media Marketing Essentials	1 day		8 Aug & 23 Oct	7 Aug & 31 Oct	Study online anytime	Study online anytime
Social Media Marketing Strategy	1 day	-	25 Sep	4 Sep	10 Oct	-

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