














2020 SEMESTER 1 COURSE

	DURATION	ONLINE	SYD	MEL	BRI	PER
CERTIFICATES						
Analytics Certificate	Up to 6 mths		Online	Online	Online	Online
Behavioural Economics Certificate	Up to 6 mths		Online	Online	Online	Online
Data-Driven Marketing Certificate	4 days (once per fortnight over 8 weeks)	-	Starts 20 May	Starts 19 May	-	-
Digital Marketing Certificate (Evening)	10 evenings (once per week over 10 weeks)		Starts 11 Mar	Starts 26 Feb	Starts 4 Mar	Starts 11 Mar
Digital Marketing Certificate (Intensive)	5 days (once per week over 5 weeks)		Starts 10 Mar	Starts 25 Feb	Starts 21 Apr	Starts 10 Mar
Digital Marketing Certificate Online	Up to 6 mths		Online	Online	Online	Online
COURSES						
Analytics Fundamentals	Up to 6 mths		Online	Online	Online	Online
Content Marketing Essentials	Up to 6 mths		Online	Online	Online	Online
Content Marketing Strategy	1 day		25 Mar & 14 May	30 Apr & 10 Jun	19 Mar & 28 May	-
Content Marketing Strategy Online	Up to 6 mths		Online	Online	Online	Online
Conversion Rate Optimisation	1 day	-	25 Feb	-	-	-
Copywriting Advanced	1 day	-	26 Mar & 2 Jul	4 Mar & 27 May	-	-
Copywriting Essentials	1 day		12 Mar	26 Feb	23 Jun	13 May
Customer Journey Mapping	1 day	-	17 Mar & 3 June	6 May & 23 June	10 Mar & 16 Jun	-
Data-Driven Marketing Essentials	1 day	-	3 Mar	-	-	-
Data Visualisation	Up to 6 mths		Online	Online	Online	Online

*Dates are subject to change
More dates to be released, please check adma.com.au/iq

CALENDAR

	DURATION	ONLINE	SYD	MEL	BRI	PER
Digital Analytics for Marketers	1 day	-	18 Feb & 2 Apr	3 Mar & 11 June	-	-
Digital Copywriting Essentials	1 day	-	19 Mar & 25 Jun	27 Feb & 26 May	24 Jun	14 May & 10 Jun
Digital Marketing Campaign Planning & Management	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Channels	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Essentials	2 days	-	4-5 Mar & 23-24 Jun	19-20 Feb & 26-27 May	19-20 Feb & 3-4 Jun	24-25 Jun
Digital Marketing Foundations	Up to 6 mths		Online	Online	Online	Online
Digital Marketing Strategy	2 days	-	19-20 Feb & 10-11 Jun	4-5 Mar & 3-4 Jun	26-27 Feb	26-27 Feb
Email Marketing Essentials	1 day		8 Apr	17 Mar	-	-
Google Analytics Essentials	1 day		31 Mar	-	-	-
Influencer Marketing	1 day		9 Apr	-	-	-
Practical Predictive Analytics	Up to 6 mths		Online	Online	Online	Online
PR for Marketers	1 day		6 May	-	-	-
Privacy & Marketing Compliance	1 day		12 May	7 May	-	-
Privacy & Marketing Compliance Online	Up to 6 mths		Online	Online	Online	Online
Retention Marketing Strategy	2 days	-	26-27 Feb & 13-14 May	19-20 Feb & 23-24 Jun	-	-
Sentiment Analysis	Up to 6 mths		Online	Online	Online	Online
SEO Fundamentals	1 day	-	7 May	12 May		
SEO & PPC Essentials	1 day		Online	Online	Online	Online
Social Media Marketing Essentials Course	1 day		28 Apr	18 Mar	-	-
Social Media Marketing Essentials Online	Up to 6 mths		Online	Online	Online	Online
Social Media Marketing Strategy Course	1 day	-	29 Apr	19 Mar	-	-
Writing for Content	1 day	-	11 Mar	19 Mar	7 May	-