



2020 SEMESTER 2 COURSE CALENDAR

	DURATION	ONLINE	VIRTUAL	MEL	SYD
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CERTIFICATES

Analytics Certificate	Up to 6 mths		Online	Online	Online
Behavioural Economics Certificate	Up to 6 mths		Online	Online	Online
Data-Driven Marketing Certificate	4 days (fortnightly over 8 weeks)	-	Starts 30 July	-	Starts 13 October
Digital Marketing Certificate (Evening)	10 evenings (weekly over 10 weeks)	-	Starts 21 July	-	Starts 8 October
Digital Marketing Certificate (Intensive)	5 days (weekly over 5 weeks)	-	Starts 21 July & 6 August	Starts 13 October	Starts 24 September
Digital Marketing Certificate Online	Up to 6 mths		Online	Online	Online

COURSES

Analytics Fundamentals	Up to 6 mths		Online	Online	Online
Content Marketing Essentials	Up to 6 mths		Online	Online	Online
Content Marketing Strategy	1 day	-	8 September	15 October	10 November
Content Marketing Strategy Online	Up to 6 mths		Online	Online	Online
Conversion Rate Optimisation	1 day	-	-	-	27 October
Copywriting Advanced	1 day	-	18 August	7 October	-
Copywriting Essentials	1 day	-	4 August & 16 September	-	5 November
Copywriting Essentials Online	Up to 6 mths		Online	Online	Online
Customer Journey Mapping	1 day	-	30 July & 2 September	-	21 October
Data-Driven Marketing Essentials	1 day	-	20 August	-	17 November
Data Visualisation	Up to 6 mths		Online	Online	Online
Digital Analytics for Marketers	1 day	-	1 September	-	22 October



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Digital Copywriting Essentials	1 day	-	26 August	8 October	4 November
Digital Marketing Campaign Planning & Management	Up to 6 mths		Online	Online	Online
Digital Marketing Channels	Up to 6 mths		Online	Online	Online
Digital Marketing Essentials	2 days	-	29-30 July & 1-2 September	28-29 October	-
Digital Marketing Foundations	Up to 6 mths		Online	Online	Online
Digital Marketing Strategy	2 days	-	12-13 August	6-7 October	18-19 November
Email Marketing Essentials	1 day	-	30 July & 3 September	-	4 November
Email Marketing Essentials Online	Up to 6 mths		Online	Online	Online
Google Analytics Essentials	1 day	-	10 September	-	-
Influencer Marketing Essentials	1 day	-	27 August	-	-
Paid Search & Programmatic Fundamentals	1 day	-	15 September	-	-
Practical Predictive Analytics	Up to 6 mths		Online	Online	Online
PR for Marketers	1 day		25 August	-	25 November
Privacy & Marketing Compliance	1 day		18 August	-	29 October
Privacy & Marketing Compliance Online	Up to 6 mths		Online	Online	Online
Retention Marketing Strategy	2 days	-	19-20 August	1-2 December	14-15 October
Sentiment Analysis	Up to 6 mths		Online	Online	Online
SEO Fundamentals	1 day	-	17 September	-	-
SEO & PPC Essentials	1 day		Online	Online	Online
Social Media Marketing Essentials	1 day		13 August	10 November	-
Social Media Marketing Essentials Online	Up to 6 mths		Online	Online	Online
Social Media Marketing Strategy	1 day	-	9 September	11 November	-
Writing for Content Marketing	1 day	-	5 August	20 October	2 December