

11302NAT CERTIFICATE IV IN SOCIAL MEDIA AND DIGITAL MARKETING



- Gain foundational skills to kickstart your social media career
- Tap into the increasing demand for digital marketers
- Learn how to use industry-respected social media tools

A person is seen from the side, wearing a white long-sleeved shirt with a watch on their left wrist. They are holding a smartphone in their right hand, which is mounted on a stand. The phone is displaying a video call or a social media interface. The background is a blurred indoor setting with a plant and a framed picture on the wall. The entire image has a purple tint.

“Thanks to studying at ACBI, I am now working as a Digital Marketing Specialist with Vicinity Centres. I definitely wouldn't have been able to do it without this course! It really has taught me a lot. I am having regular catch ups with all the centre marketing managers where I teach them things I learned from my trainer and the course!”

- Matthew Hanlon, ACBI Digital Marketing Graduate

“What I love about ACBI is the industry experience that the teachers have here. The course gives good insight into the real-world environment, and the support staff are fantastic here. Since I started, they've been super helpful.”

- Raj Naidoo, ACBI Digital Marketing Graduate

“While I studied at ACBI, there were digital marketing skills that I learned and improved. I've implemented them into my business, and I have seen some improvements and developments. My business was helped by ACBI.”

- Klaudis Kenneth, ACBI Digital Marketing Graduate

KICKSTART AN EXCITING SOCIAL MEDIA CAREER

Thinking of turning your time scrolling into a career? Studying the Certificate IV in Social Media and Digital Marketing will give you a foundation in using a wide range of social media tools and platforms. It's the secret sauce for landing an entry-level role and kickstarting an exciting social media career.

The Certificate IV in Social Media and Digital Marketing will empower you by developing your hands-on, practical skills. By studying this qualification, you'll learn how to create social media videos, plan content calendars, run social media ads and more.

This course will also equip you with the foundational skills you need to succeed as a social media marketer. Over the course of this Certificate IV, you'll explore how you can communicate with clients, negotiate brand collaboration contracts, work with influencers and report on campaign results. You'll also gain valuable insights into how you can promote yourself and your own personal brand using social media.

As a graduate of the Certificate IV in Social Media and Digital Marketing, you'll be equipped to work in a wide range of industries. Whether you're looking to become a junior Social Media Marketer or better use social media for your own business, this qualification can help you get there.



WHAT CAREER OPTIONS WILL I HAVE?

Key career opportunities include:

- Social Media Assistant
- Digital Marketing Assistant
- Community Manager
- Digital Marketing Officer
- Digital Marketing Automation Assistant
- Social Media Coordinator



Qualification
Certificate IV



CRICOS code
117245G



Study mode
Online or on-campus



Duration
**52 weeks (international students)
50 weeks (domestic students)**



Units
9 Units of Competency

In partnership with

DTA DIGITAL TECH
ACADEMY

11302NAT

Certificate IV in Social Media and Digital Marketing

What will I learn?

The Certificate IV in Social Media and Digital Marketing will equip you with essential skills and knowledge you need to thrive in the fast-paced world of social media. This course is ideal if you're new to the field of digital marketing and looking to kickstart your social media career. By completing this course, you'll gain practical skills and knowledge in:

- Creating engaging content for different social media platforms, like TikTok, Instagram, YouTube and more
- Interacting with and managing customers on social media
- Developing email, instant messaging and SMS campaigns
- Promoting yourself as a professional on LinkedIn
- Reviewing the performance of social media posts and content
- Communicating with clients and negotiating brand collaboration deals
- Running social media advertising campaigns

Throughout this course, you'll develop your skills in using a wide range of industry-respected social media tools. You'll gain experience in setting up and configuring various platforms. You'll also discover how to use industry-respected tools such as Meta Business Suite, TikTok Business Center, CapCut, Hootsuite and more.

What are the entry requirements

Domestic students:

- Have completed Australian Year 10 (or equivalent), or a Certificate III qualification
- Be at least 16 years of age
- Have access to a computer, reliable internet connection and a smartphone with a working camera

International students:

- Have completed Australian Year 12 (or equivalent)
- Be at least 18 years of age
- Hold IELTS 6.0 English language equivalence if a non-native English speaker
- Have access to a computer, reliable internet connection and a smartphone with a working camera

What is the course duration?

You can complete this Certificate IV qualification within 1 year. This timeframe allows you to fit your studies around their work, social and other commitments.

If you're studying as a domestic student, it's also possible to complete your qualification sooner. For example, some of our Certificate IV graduates have finished their course within 9 months. If you're interested in completing this qualification in less than 50 weeks, chat with one of our [Course Advisors](#) to find out how.

Are there flexible payment plans?

Yes, we can give you the option to pay for your qualification upfront or to use a flexible payment plan. If you're interested in finding out more about payment options, have a chat with one of our [Course Advisors](#).



STUDY NATIONALLY RECOGNISED UNITS



NAT11302001

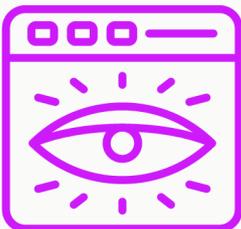
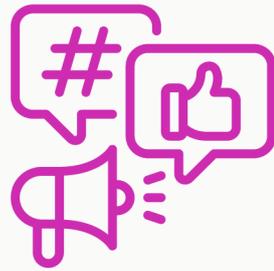
Write and Use Documents Required for Digital Implementation

Learn how to effectively interview and interact with marketing clients. Also discover how to develop essential documents such as campaign plans and content calendars.

SIRXOSM001

Identify and Review Social Media and Online Platforms for Organisational Use

Develop the ability to evaluate different social media platforms and online tools to identify the best fit for business needs.



ICTWEB306

Develop Web Presence Using Social Media

Understand how to establish and maintain an effective online presence through strategic use of social media platforms.

SIRXMKT002

Use Social Media to Engage Customers

Gain practical skills in using social media to connect with audiences, build brand loyalty and drive customer engagement.



NAT11302002

Deploy and Report on Social Media-Based Performance Marketing

Learn to implement social media advertising campaigns and measure their performance through analytics tools.



NAT11302003

Implement and Analyse Web Based Performance Marketing

Build the skills you need to run digital advertising campaigns that go beyond social media. Learn how to run ads that appear before videos, in search results and more.

NAT11302004

Apply Basic Subscription Services for Email and Messaging Marketing

Learn how to run marketing campaigns that use emails, instant messages and SMS. Be equipped to use HubSpot to build landing pages, run A/B tests and more.



NAT11302005

Present Personal Influence in Social Media

Discover how to promote yourself as a digital marketing professional on social media. Also learn how to use social media as a creator and influencer.

SIRXOSM002

Maintain Ethical and Professional Standards When Using Social Media and Online Platforms

Develop the skills you need to use social media in ethical and professional ways. Learn how to use social effectively as an employee, promote customer testimonials and more.





5 REASONS TO STUDY WITH ACBI

1. Students are our number 1 priority

Here at ACBI, we want to see you shine! Our dedicated team are here to help make sure your learning enjoyable and that you gain relevant skills. Our student support team can also assist you with any questions you may have throughout your time with us.

2. Dedicated and experienced trainers

Be supported by knowledgeable, enthusiastic and encouraging trainers. At ACBI, our trainers not only have great academic and teaching qualifications but also relevant industry experience. You'll learn how to apply theory to the real world of work.

3. Study with a trusted training provider

ACBI is an established Registered Training Organisation that has been helping our students achieve good course outcomes over 12 years. When you complete your Certificate IV in Social Media and Digital Marketing at ACBI, you'll join over 4,500 graduates who've had success studying with us.

4. Flexible payment options

We can offer you a number of different options when it comes to payment. From paying for your qualification upfront to paying over a number of instalments, you can enjoy flexibility. Talk to one of our course advisors to find out what arrangement may be most suitable for you.

5. Apply your learning to your workplace

If you're currently working, or if you have your own startup or small business, you'll have the choice of applying your assessments to your workplace. This means you can develop your practical skills in real world settings. Alternatively you can choose to use realistic case studies or simulated businesses for your assessments.

WHICH COURSES SHOULD I STUDY?

A CERTIFICATE IV

A Certificate IV is the usual starting place we recommend you take if you have no experience in the industry. An interest in this course may have led you to looking to study and a Certificate IV is a perfect first step to gain a broad overview of what to expect. You will learn the core topics and skills to make a start in your desired industry.

A DIPLOMA

A diploma might be for you if you are thinking of developing further technical skills within the industry. You may already have an understanding of the topic but now wish to move into something more specialised. For example, if you may have completed a Certificate IV in Social Media and Digital Marketing and want to take the next step. A good next step might be a [Diploma of Digital Marketing](#) or a [Diploma of Artificial Intelligence \(AI\)](#).

AN ADVANCED DIPLOMA

If you are either currently working in the industry or have previous learning experience, an Advanced Diploma may be a good fit for you. By studying an Advanced Diploma, you will be building upon your existing knowledge and taking a dive into specialised and technical topics. For example, you may wish to complete an [Advanced Diploma of Digital Marketing](#). On completion of an Advanced Diploma, you could apply for paraprofessional or higher skilled levels of work.



WHAT STUDENTS THINK ABOUT STUDYING WITH ACBI



"I've completed 3 diplomas with ACBI and only have good things to say about my time with the college. The curriculum is very complete and hands-on. All the trainers I've had were highly qualified and the staff always provided me and other students with amazing support. I can't recommend ACBI enough"

- *Manoela Prusch, ACBI Graduate*

"I personally really enjoyed studying digital marketing at ACBI. You have case studies that you learn throughout the course where you apply different strategies, and you feel like you are doing something properly for a company. When you talk to other classmates, you can understand how people do things differently in the industry."

- *Juan Sebastian Verga, ACBI Graduate*

CONVENIENT STUDY MODES

FLEXIBLE 100% ONLINE LEARNING

The Certificate IV in Social Media and Digital Marketing gives the option for domestic students to study 100% online. This allows you to study flexibly from the comfort of your own home (or any other place that's convenient for you).

You'll be empowered to study in your own time, with regular scheduled online meetings with your trainer to provide you with learning support and assessment advice.

ACBI's academic team will also support you in structuring your studies and using a study plan so that you stay on track.

FACE TO FACE ON- CAMPUS LEARNING

This qualification is available to study face-to-face at our convenient Sydney CBD campus where you'll attend in-person sessions with a dedicated facilitator. This approach offers the chance to engage directly with your trainer and fellow students on campus, providing a collaborative environment to explore course content and share ideas within a classroom.

You will also have access to our online learning platform, where you can find your course materials and assessments. The platform provides additional study resources and enables you to communicate with your trainers and your peers. It's also where you can upload your assessments view your grades and connect with a study buddy.



GAIN RECOGNITION OF YOUR PRIOR LEARNING AND STUDY

RECOGNITION OF PRIOR LEARNING (RPL)

When you apply to study at ACBI, you have the option to apply for Recognition of Prior Learning (RPL).

This involves the assessment of your skills and knowledge against the requirements of a qualification. It removes the need for duplication of learning and can save you time and money. RPL may be relevant to you if you have experience working in one or more professional roles.

For more information, please refer to our Student Handbook or email info@abci.edu.au.

APPLYING FOR CREDIT TRANSFER (CT)

If you have studied an Australian qualification before, you may be able to receive a Credit Transfer (CT) for any units that you have previously studied.

For more information, please refer to our Student Handbook or email info@abci.edu.au.



FURTHER INFORMATION FOR INTERNATIONAL STUDENTS

WORKING IN AUSTRALIA WHILE YOU STUDY

Working while you study in Australia can help complement your study and living experience. There are a number of reasons you might want to undertake part-time work while studying in Australia, including assisting with living expenses and gaining work experience in your field.

Most student visas allow you to work for up to 48 hours every two weeks while your course is in session, and unrestricted hours during any scheduled course break. However, before you undertake any paid work you need to make sure your visa allows you to work.

UNDERTAKING INTERNSHIPS

Internships can be paid or unpaid. They can be a great way to get exposure to the professional industries within Australia. ACBI tries to connect students with relevant employers and industries.



FINDING PAID WORK

Australia has a wide range of industries. Many have part-time employment opportunities, including:

- Retail: Supermarkets, department and clothing stores
- Hospitality: Cafes, bars and restaurants
- Tourism: Hotels and motels
- Agricultural: Farming and fruit-picking
- Sales and telemarketing: Administration or clerical roles
- Tutoring

If you have existing qualifications and/or professional work experience, you may be able to secure casual or part-time work in your field. Before undertaking any paid, work individuals need to ensure that their visa permits part-time work.

ACADEMIC PROGRESS AND ATTENDANCE

As part of student visa requirements under the Department of Home Affairs (DHA) regulations, international students may be reported for unsatisfactory academic progress and/or for unsatisfactory attendance. Please see ACBI's Student Handbook for more details.

CAMPUS FACILITIES

ACBI has a modern campus conveniently located in the Sydney CBD. Our campus is less than 10 minutes' walk from Sydney's central station and is close by to a range of food options. ACBI's Sydney campus features:

- Computers in common areas
- Well-equipped, spacious classrooms
- Fully air-conditioned throughout
- Free Wi-Fi for students to use
- Beverage and snack vending machines
- Filtered drinking water

UNIQUE STUDENT IDENTIFIER (USI)

Every student receiving training in Australia needs to have a Unique Student Identifier (USI). Your Unique Student Identifier will help keep your training records and results together in an online account controlled by you. Each time you enrol to study with a new training organisation, your USI will be used to store your training records and results.

By having a USI, you will be able to access your training records and results (or transcript) whenever you need them. For example, for a new employer or when you enrol to study at a new training organisation.



FURTHER INFORMATION FOR DOMESTIC STUDENTS

FIT STUDY AROUND YOUR LIFE

You can study this qualification 100% online. This means you can flexibly study in your own time around your work, family, and life commitments. Alternatively, you can attend in-person classes at our convenient Sydney CBD campus.

To support your study, you can participate in regular online support sessions with your trainer. These sessions provide learning support and assessment advice. They're also a chance for you to gain insights from your trainer about how any theory you're learning applies to the real world.

TAILOR YOUR ASSESSMENTS TO YOUR WORKPLACE OR BUSINESS

With ACBI, you have the flexibility of using a case study for your assessments or applying assessments to your current workplace. You can even use your own business, including your own start-up. The choice is yours.

You'll also have the flexibility to choose which assessments you apply to your workplace or business and which you use a case study for.



HOW TO APPLY

STEP 1: SUBMIT YOUR APPLICATION

Complete ACBI's online application form. You can save your application and return to it later.

[Start your application](#)

STEP 2: ACBI REVIEWS YOUR APPLICATION

Once you've submitted your application, our Admissions Team will check your application to make sure we have everything we need. If we need anything further to progress your application, we'll contact you or your education agent.

STEP 3: ACCEPT YOUR LETTER OF OFFER

If your application is successful, we will issue an offer including an official Letter of Offer and Enrolment Acceptance Agreement document. These documents will be provided to you or your education agent.

STEP 4: RECEIVE ENROLMENT CONFIRMATION

We will provide you or your education agent with a copy of your electronic Confirmation of Enrolment (CoE). If you are an international student, this document is essential for the student visa application process. You will also separately receive a welcome email and information on any relevant orientation sessions.

STEP 5: APPLY FOR A STUDENT VISA (IF REQUIRED)

You will now need to apply for your visa to travel to Australia. Please refer to the Department of Home Affairs website for details: <https://immi.homeaffairs.gov.au/>

Need help with your application? Our Course Advisors can assist you.

[Get help with your application](#)

Ready to apply?

Start your application

You can always start your application
and save it for later!

Have questions?

Our friendly Course Advisors are here to help.

Ask a question

Call 1300 23 77 41

Email info@acbi.edu.au

ACBI (Australian College of Business Intelligence)

     /ACBICollege

<https://acbi.edu.au>

DISCLAIMER: The information in this brochure is correct as of February 2026. ACBI reserves the right to alter any matter described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the Australian College of Business Intelligence.

ACBI | RTO Code 40835 | CRICOS Code 03426E