

DIGITAL MEDIA TECHNOLOGIES
CERTIFICATE IV PROGRAM
WEB & SOCIAL MEDIA MARKETING



OVERVIEW

This course provides the skills and knowledge for an individual to be competent to design, develop and use digital media technologies as an assistant information and communications technology (ICT) specialist working independently or as part of a larger development team. The course specifically covers how to integrate search engine optimisation, social media elements and social media marketing principals into a Website design.

POSSIBLE VOCATIONAL OUTCOMES

- Assistant designer
- Support digital media developer
- Assistant digital media author
- Support digital media development technician
- Assistant digital media designer
- Assistant digital media developer

SUBJECTS

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| • Creative Photoshop Concepts | 6 weeks | 120 |
| • Google Analytics | 6 weeks | 120 |
| • Dreamweaver | 6 weeks | 120 |
| • Social Media Marketing with Facebook and Twitter | 6 weeks | 120 |
| • E marketing | 6 weeks | 120 |
| • Introduction to Wordpress | 6 weeks | 120 |

Note: Course hours consist of lectures, supervised practical work, unsupervised practical work, e-learning, project work, and directed private study.

COURSE DURATION

Study Weeks: 36 Holidays: 14 Total Weeks: 50

ENTRY REQUIREMENTS

- **English**
Native English or IELTS 5.5 (an equivalent may be accepted)
- **Academic**
Australian Year 12 or equivalent Licensing and industry certification



SUBJECT DESCRIPTIONS

Creative Photoshop Concepts

This subject introduces the fundamentals of Photoshop and teaches a broad spectrum of core skills that are common to many creative fields: working with layers and selections; adjusting, manipulating, and retouching photos; painting; adding text; automating; preparing files for output; and more. This subject demonstrates established techniques as well as those made possible by some of the new features unique to Photoshop CS4. The subject is indispensable to those who are new to the application, just learning this version, or expanding their skills.

Topics include:

- Learning and customizing the interface and workspace
- Utilizing various manual and guided selection techniques
- Working with Adobe Camera Raw
- Adding special effects with layer styles and Smart Filters
- Creating Photomerge panoramas
- Optimizing photos for the web and creating web galleries

Duration: 6 Weeks Hours: 120

Google Analytics

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. It is the most widely used website statistics service.[]

Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

Topics include:

- Installing tracking code on a site
- Reading the dashboard and understanding high-level metrics
- Understanding how visitors use and navigate web site content
- Analyzing visitor and traffic source reports
- Planning and configuring goals
- Utilizing segmentation for deeper analysis
- Selecting and comparing date ranges
- Identifying slow-performing pages

Duration: 6 Weeks Hours: 120

Dreamweaver

This subject covers both the ins and outs of Dreamweaver, as well as recommended best practices for crafting new web sites and files, the fundamentals of HTML and CSS, and how to ensure clean and accessible code. This subject also includes how to use tools in Dreamweaver to create and style web pages, manage multiple sites, and add user interactivity with widgets and scripting.

Topics include:

- Defining and structuring a new site
- Creating new web documents from scratch or from templates
- Adding and formatting text
- Understanding style sheet basics
- Placing and styling images
- Creating links to internal pages and external web sites
- Controlling page layout with CSS
- Building and styling forms
- Reusing web content with templates
- Adding interactivity
- Working with Flash and video

Duration: 6 Weeks Hours: 120

Social Media Marketing with Facebook and Twitter

This subject introduces the students to the world of social media content by showing dozens of ways to promote a company's brand, increase sales, drive traffic to a site, and engage with customers using two of the hottest social networking venues today, Facebook and Twitter. Not only the fundamentals of social media marketing, but also how to create a professional, top-level presence that can put a company in the viral marketing sweet spot. From creating Facebook fan pages to crafting the most perfect Twitter bio for SEO, This subject dives into the details of both services, and discusses the best third-party add-ons that maximize the social marketing impact.

Topics include:

- Understanding online marketing
- Keeping business and personal accounts separate
- Developing a marketing funnel strategy
- Creating a branded Twitter page background
- Optimizing tweets to help them go viral
- Leveraging the latest Facebook features for pages
- Creating targeted Facebook social ads
- Customizing Facebook pages with iFrames
- Using Twitter and Facebook analytics to measure impact
- Reducing your workload with social media management programs

Duration: 6 Weeks Hours: 120



E-marketing

The subject introduces the student to world of online marketing and the ideas of e marketing language can have for web marketers, web designers, and business owners. The subject takes a look at the basis of any online marketing effort—a business's web site—and reviews how the different components of the site can support the business's goals, from SEO and SEM to social media, online PR, and content marketing.

Topics include:

- Defining the target market
- Setting clear goals and success metrics
- Working with web analytics software
- Building a site map
- Selecting a domain name and a web host
- Planning for mobile
- Conducting social media marketing
- Developing an email marketing campaign
- Exploring content marketing
- Reviewing online public relations
- Understanding the difference between search engine marketing (SEM) and search engine optimization (SEO)
- Reviewing blogging and microblogging
- Looking at online advertising with search, affiliates, email, and more

Duration: 6 Weeks Hours: 120

Introduction to Wordpress

In this subject, it shows how to use WordPress to create feature-rich blogs and web sites. Content includes a walk-through of common tasks in WordPress, from setting up an account to launching self-hosted sites. The subject also includes tutorials on inserting media, installing plug-ins, creating custom themes, and incorporating search engine optimization (SEO).

Topics include:

- Building and modifying a profile
- Publishing posts and pages
- Utilizing page templates
- Inserting images, video, and other media
- Working with themes
- Understanding widgets
- Creating child themes
- Working with the Twenty Ten theme
- Launching a self-hosted site using BitNami
- Setting up a site for search engine optimization (SEO)
- Ensuring site security

Duration: 6 Weeks Hours: 120



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Disclaimer

Offer of course units is subject to student number viability. Information in course summaries is subject to change prior to commencement of course units. This document, together with the pre-enrolment information and course unit outlines form the full and complete description of this course.

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