



# e-Marketing Activities for Small Business Skill Set

State ID: EAB85

## About this course

### e-Marketing can benefit all small businesses, learn what will help your business

The e-Marketing Activities for Small Business Skill Set will provide you with the skills to develop and evaluate a strategic marketing plan utilising both traditional and digital marketing channels. It covers coordinating a range of communication, marketing and promotional activities using technology for your small business.

The course offers a range of skills to support job seekers, job keepers, career changers and small business operators and has been specifically designed to help businesses and workforces adjust to the changing operating environment, by building or enhancing skills and knowledge in business and technology to stay competitive.

### Gain these skills

- Plan a range of marketing and promotional activities
- Research, prepare and evaluate an organisational e-marketing plan
- Plan electronic communications to effectively convey marketing communication messages



This skill set is related to the Skills Ready program. Other skill sets can be found on our [Courses](#) page, using the *Refine course results*>*Study mode* filters.

## Details

During your course of study, NMTAFE may use a variety of learning practices to ensure you get the best outcome for your learning journey.

This may include online learning, face-to-face classroom, laboratory/workshop delivery, work placement or a combination of these, depending on which is most appropriate.

## Semester 2, 2020

---

### Perth (Northbridge) - Blended - 8 October Start



Duration: **10 Week/s**



When: **Semester 2, 2020**



How: **On campus**

## Units

---

### Core

National ID	Unit Title
BSBMKG510	Plan e-marketing communications
SITXMPR004	Coordinate marketing activities

## Further study



[Certificate III in Tourism](#)



[Certificate IV in Marketing and Communication](#)

North Metropolitan TAFE offers you a range of further study opportunities, see below for a list of related courses.

## Important information

### Delivery

Delivery is a mixture of online and on campus, with six online collaborate sessions and six face-to-face workshops. You will attend orientation on campus and have up to 8 weeks to complete the course, but you can fast-track your learning and complete the skill set earlier.

### Timetable

Starts 8 October, all sessions run 17:00 - 19:00

- Collaborate sessions: weekly from 15 October - 18 November
- Face-to-face workshops: weekly from 14 October - 19 November

## Fees and charges

### Local full time students

Course fees are made up of two components, tuition fees and resource fees.

**Tuition fees** are determined by multiplying the course fee rate by the nominal hours, which is the number of hours in which an average student could be expected to complete each unit. They are not the hours of training or instruction.

**Resource fees** are charges for material that are essential to a course or unit, and are purchased by NMT to be used by students during the course.

Fees may vary depending on the units you are enrolled in so an approximate amount has been shown. You will be given the exact amount of your fees at enrolment. Part time student fees will vary depending on the number of units you are enrolled in.

Please note, you may also need to buy textbooks or equipment for your course.

### International Students

Check [TAFE International WA](#) to confirm this course is available to international students. You will pay your tuition fees to TIWA.

**Please note, fees are subject to change.**