



PLAN



CREATE



ANALYTICS

CONNECT YOUR CUSTOMERS WITH VIDEO CONTENT

ACCREDITED TRAINING COURSE



ENGAGE



IMPLEMENT



- MANAGE DIGITAL MEDIA PRODUCTION
- UTILISE VIDEO CONTENT FOR YOUR BUSINESS
- MAXIMISE YOUR ONLINE MARKETING REACH

CERTIFICATE III IN SCREEN AND MEDIA CUA31020

CORPORATE MEDIA PROGRAM



TOPICS

- Camera, lighting and sound operation
- Creative thinking
- Project management
- Hands-on video production
- Editing techniques
- Social media marketing essentials
- Understand data analytics



WHO SHOULD DO THIS COURSE

- Business owners
- Marketing & communication professionals
- Social media influencers & bloggers
- Graphic designers & photographers
- Career seekers & changers



LEARNING OUTCOME

- Understand how to use video content for marketing purposes
- Plan & manage a video project
- Essential video and editing skills & knowledge
- Implement a digital media strategy
- Interpret online data & results



PROGRAM

- Part-time professional development program
- Evening classes
- Industry trainers
- Nationally recognised qualification
- Payment options available

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ANALYTICS

- qldfilmschool
- qldfilmschool
- @qsft
- QSFT

Register for **FREE**
Digital Marketing Seminar



qsft queensland
school of
film and
television
established 1997



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