

11287NAT

Diploma of Artificial Intelligence (AI)

- **Get the skills that employers really want.**
- **Unrivalled support. Delivered with care.**
- **Absolute flexibility. Your way, your terms.**

A revolutionary new industry

AI is rapidly changing the way we interact with the world. Whether it's young people using ChatGPT as their new search engine of choice, or established professionals running business data through AI to get the key information quickly, it's easy to feel the impact AI has had on every industry.

If you're keen to get involved with this exciting new career path, but don't have the IT know how to build the technology yourself, this is the course for you. You'll learn how to implement AI technology into your existing business practices – from crafting great marketing materials to developing a better customer experience, and even optimising your internal business operations.

What does the course cover?

- **Crafting prompts to generate the most accurate and high quality content**
- **Leveraging AI for data analysis and developing digital strategy**
- **Improving customer experiences using AI**
- **Understanding ethical practices in regards to AI use**

Key benefits

Nationally recognised

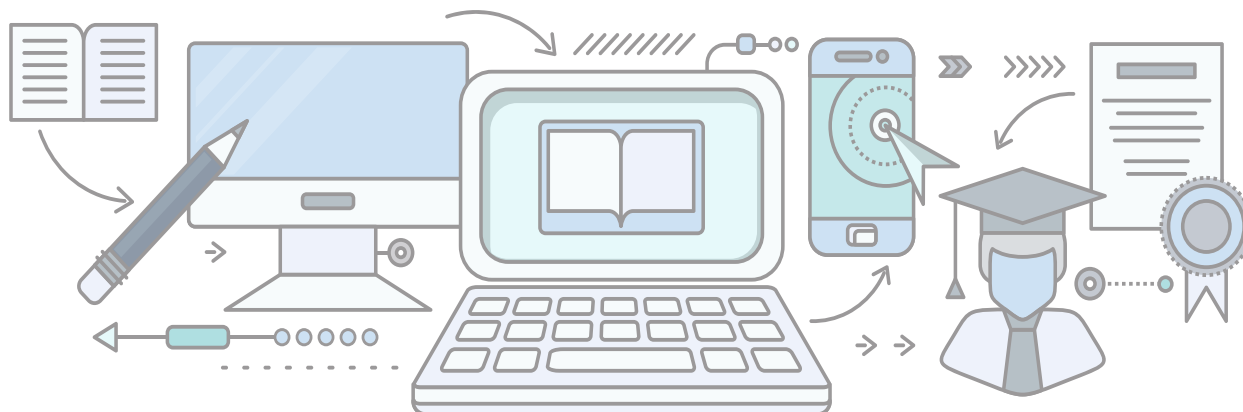
This course is accredited all around the country, so you can use it as a pathway to work or further study no matter where life takes you.

Flexible learning

The Diploma of Artificial Intelligence is delivered entirely online, with no class times – meaning you can fit your studies in around your life.

Wide career opportunities

Whether you're just starting out or have an established career, the Diploma of Artificial Intelligence can be used across industries and job titles.



Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way.

You'll get:

- Easy-to-follow course materials
- Videos and webinars
- Heaps of support from your course trainers (phone, email, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

What is the course duration?

This course was designed to be completed within 12-24 months but you can complete it as fast as you like. Your completion time frame depends on your previous education, work experience, time availability and work rate. You're expected to complete at least one module every six months.

What is the course structure?

This course is delivered completely online. This means you'll access your learning and assessment resources using an online portal. You can access this anywhere and anytime.

You'll need to study a total of 8 nationally recognised units.

What are the entry requirements?

You'll need to have completed your Year 11 or equivalent. You'll need to send us documentation showing that you have completed this level of study.

Course costs

Monarch's courses are competitively priced.

Check our website for the most up-to-date prices at www.monarch.edu.au/courses or call us on 1300 738 955.

Nationally recognised units

Module 1

- NAT11287001 Apply prompt engineering for generative artificial intelligence
- NAT11287002 Use artificial intelligence technologies to produce engaging content

Module 2

- NAT11287003 Analyse data and make forecasts using artificial intelligence
- NAT11287004 Optimise a brand's digital presence using artificial intelligences

Module 3

- NAT11287005 Use artificial intelligence technologies to enhance business operations
- NAT11287006 Apply artificial intelligence technology to improve an organisation's customer experience

Module 4

- NAT11287007 Apply critical thinking and artificial intelligence ethics
- ICTAII401 Identify opportunities to apply artificial intelligence, machine learning and deep learning



Jobs and career pathways

AI is a very new industry, meaning there's a lot of space to grow. Many roles in this exciting new field may not even exist yet! It's not all programming and coding either – there are a lot of important roles that won't keep you chained to a desk. If you have experience in sales, marketing, law, finance, or business development, you could very easily make the transition to this exciting new career.

Key opportunities include:

- Artificial Intelligence Optimisation (AIO) Writer
- Customer Experience Manager
- Data and AI Sales Specialist
- AI Ethicist
- Content Creator
- Copywriter
- AI Data Analyst
- AI Operations Manager
- AI Talent Acquisition Manager
- Business Owner



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Industry insights



Employment/positions projection
500% growth to 2030



Earnings (average full time)
\$2,615 per week



Currently employed
33,700

A booming industry

The AI industry is growing rapidly, driven by increased adoption of AI technologies across various sectors like healthcare, finance, marketing, and manufacturing. Businesses are increasingly using AI to automate processes, analyse data, enhance customer experiences, and make more informed decisions.

Sources: Tech Council of Australia 2024; Payscale 2024; McKinsey and Company 2024

Why choose Monarch Institute?

**You need a different learning experience.
We're ready to deliver.**

Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

Flexibility

- ✓ Fit study around work, family, life
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Fast assessment turnaround times with comprehensive trainer feedback

Enrol today

Chasing your dream job? Ready to level up in your career?
Start your course with Monarch Institute today.



To discuss the course that's right for you call
1300 738 955



To find out more information email
info@monarch.edu.au



To enrol, visit our website
www.monarch.edu.au

