

Advanced Diploma of Marketing and Communication

National Course Code BSB61315 CRICOS Course Code 092395C

COURSE PROFILE

Duration:	78 weeks (60 Weeks Tuition plus 18 weeks holidays)
Qualification:	Advanced Diploma (AQF)
Training Package:	BSB Business Services Training Package
Delivery Mode:	Full time (20 hours per week) blended (face-to-face and online) Up to one-third of the course is delivered online
Tuition Fee	AUD \$11,000
Enrolment fee	AUD \$200 (non-refundable)
Materials Fee	AUD \$300 (covers the cost of learning and other materials) Information on other fees and charges is available on our website .

Units of Competency

BSBRSK501 Manage risk	Elective
BSBMKG609 Develop a marketing plan	Core
BSBSUS501 Develop workplace policy and procedures for sustainability	Elective
BSBINN601 Lead and manage organisational change	Elective
BSBMKG603 Manage the marketing process	Elective
BSBMKG606 Manage international marketing programs	Elective
BSBADV602 Develop an advertising campaign	Core
BSBMKG607 Manage market research	Elective
BSBDIV601 Develop and implement a diversity policy	Elective
BSBMKG608 Develop organisational marketing objectives	Elective
BSBMGT605 Provide leadership across the organisation	Elective
BSBMGT616 Develop and implement strategic plans	Core

The **12 units of competency** are delivered throughout the **60 weeks** of tuition. The qualification is delivered over 6 terms (each term is 10 weeks). Each term is followed by 3 weeks of holidays.

All the above listed units of competency must be completed to receive the BSB61315 Advanced Diploma of Marketing and Communication qualification.

Course Description	This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.
Entry Requirements and Pre-Requisites	<p>The course will be available for those students who are 18 years or older and have completed Year 12 or its equivalent. International Students are also required to have an English ability at the IELTS 5.5 or equivalent.</p> <p>The following core units from the BSB52415 Diploma of Marketing and Communication are pre-requisites and must have been completed before studying the BSB61315 Advanced Diploma of Marketing and Communication:</p> <ul style="list-style-type: none"> • BSBMKG507 Interpret market trends and developments • BSBMKG523 Design and develop an integrated marketing communication plan • BSBPMG522 Undertake project work
Vocational Outcomes	<p>After completion of the qualification, a person could obtain employment opportunities in various business and commercial enterprises as a:</p> <ul style="list-style-type: none"> • marketing director, • marketing strategist, or • national, regional or global marketing manager. <p>Job roles and titles may vary across different industry sectors.</p>
Target Group	Local and international students who require skills in marketing as well as those with substantial experience in marketing industry experience gained through employment but who lack a formal marketing qualification.
Course Completion	Students obtaining a 'competent' result for all listed competencies will achieve BSB61315 Advanced Diploma of Marketing and Communication. A Record of Results will be issued to students who compete less than required units.
Protection of fees paid in advance	Pre-paid tuition fees are protected through Tuition Protection Service (TPS)
Trainers and Assessors	All trainers and assessors possess relevant vocational and training and assessment competencies and have relevant industry skills.
Assessments	Assessments are conducted during and on completion of training for each unit to



Apex Institute of Education

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	determine if the learner is competent. The assessments are conducted using knowledge and skills assessments. Assessment methods may include: Assignment, Questioning (Oral/Written), Case Study, Third Party Report, In Class Activities, Observations, Role Play and RPL.
Articulation	Qualifications awarded by AIE will be recognised by other RTOs Australia wide. Upon successful completion of the Advanced Diploma the students may be eligible for exemption in relevant undergraduate courses.
RPL and Exemptions	AIE must recognise the AQF qualifications and statements of attainment issued by any other RTO. RPL and Credit Transfer are available for students to access prior to enrolment. More information is available in our student handbook.
Training Location and other Facilities	AIE trains and assesses its students from its Sydney CBD Campus and Parramatta Campus that are fully equipped with facilities including classrooms, computer lab, wireless internet, overhead projectors, books borrowing facility, and a student sitting and recreation area.

For further information, please visit our website:

www.apexaustralia.edu.au