

Diploma of Marketing and Communication

National Course Code BSB52415 CRICOS Course Code 092394D

COURSE PROFILE

Duration:	52 weeks (40 Weeks Tuition plus 12 weeks holidays)
Qualification:	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 \$7,000.00
Enrolment fee	AUD \$200 (non-refundable)
Materials Fee	AUD \$200 (covers the cost of learning and other materials) Information on other fees and charges is available on our website .

Units of Competency

BSBMKG501 Identify and evaluate marketing opportunities	Elective
BSBMKG514 Implement and monitor marketing activities	Elective
BSBADV509 Create mass print media advertisements	Elective
BSBLDR502 Lead and manage effective workplace relationships	Elective
BSBFIM501 Manage budgets and financial plans	Elective
BSBMKG506 Plan market research	Elective
BSBMKG523 Design and develop an integrated marketing communication plan	Core
BSBMKG507 Interpret market trends and developments	Core
BSBPMG522 Undertake project work	Core
BSBMKG516 Profile international markets	Elective
BSBADV507 Develop a media plan	Elective
BSBMKG502 Establish and adjust the marketing mix	Elective

The **12 units of competency** are delivered throughout the **40 weeks** of tuition. The qualification is delivered over 4 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 BSB52415 Diploma of Marketing and Communication qualification.

Course Description	This qualification reflects the role of individuals working in a variety of marketing roles across different industry sectors who possess a sound theoretical knowledge base and demonstrate a range of managerial skills. Typically, they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.
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 BSB42415 Certificate IV in Marketing and Communication are pre-requisites and must have been completed before studying the BSB52415 Diploma of Marketing and Communication:</p> <ul style="list-style-type: none"> • BSBCRT401 Articulate, present and debate ideas • BSBMGT407 Apply digital solutions to work processes • BSBMKG418 Develop and apply knowledge of marketing communication industry • BSBMKG417 Apply marketing communication across a convergent industry • BSBCMM401 Make a presentation
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 manager, • marketing team leader, or • public relations 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 BSB52415 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.



Apex Institute of Education

RTO No: 91606 CRICOS Provider No: 03156M

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Assessments	Assessments are conducted during and on completion of training for each unit to 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 Diploma the students may continue their studies further by enrolling in relevant Advanced Diploma 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