



Career Pathways

- Marketing Manager
- Marketing Team Leader
- Product Manager

Course Outcomes

- **Develop and lead strategic marketing initiatives** that drive business growth and brand positioning.
- **Manage and evaluate complex marketing campaigns** across digital and traditional platforms.
- **Apply advanced market research and consumer analytics** to inform high-level business decisions.
- **Lead teams and influence stakeholders** through effective communication, leadership, and negotiation strategies.
- **Ensure marketing compliance** with legal, ethical, and organisational standards at a strategic level.

Entry Requirements

For International Students:

- Must be over 18 years
- Evidence of IELTS Level 6 or equivalent if a non-native English speaker
- And have completed BSB52415 Diploma of Marketing and Communication Have completed the following units (or equivalent competencies): BSBMKG541 Identify and evaluate marketing opportunities; BSBMKG542 Establish and monitor the marketing mix; BSBMKG552 Design and develop marketing communication plans; BSBMKG555 Write persuasive copy;and BSBPMG430 Undertake project work.
- Equivalent competencies are predecessors to these units, which have been mapped as equivalent.
- or Have four years equivalent full-time relevant work experience



BSBMKG621	Develop organisational marketing strategy
BSBPEF501	Manage personal and professional development
BSBMKG624	Manage market research
BSBSTR601	Manage innovation and continuous improvement
BSBOPS601	Develop and implement a business plan
BSBMKG626	Develop advertising campaigns
BSBMKG623	Develop marketing plans
BSBLDR601	Lead and manage organisational change
BSBFIN501	Manage budgets and financial plans
BSBTWK601	Develop and maintain strategic business networks
BSBPMG536	Manage project risk
BSBMKG622	Manage organisational marketing processes

