



Diploma of Marketing and Communication

BSB52415

Course Overview:

The Diploma of Marketing and Communication applies to students with theoretical knowledge regarding marketing and communication and who are able to demonstrate a range of managerial skills in an organisation. During this course, students will discover the role of marketing in the success of modern business. Students will be engaged actively in digital marketing with exposure to varieties of marketing tools.

Key Features:

Qualification: Diploma of Marketing and Communication

Course Code: BSB52415

Duration: 52 Weeks

Study Hours: 14 hours per week with 11 hours distance/online/external study

Delivery Mode: Face to face study

Location: On campus

Qualification Level: Diploma

Nationally recognised:

Entry Requirements:

- Entry to this qualification is limited to those individuals who have either:
 - a. Completed BSB42415 Certificate IV in Marketing and Communication or other relevant qualification/s; OR
 - b. Have extensive vocational experience in marketing roles where they may have had some limited responsibility for the output of others, and without a formal marketing qualification.
- All students must be of the age of 18 years or over at the time of application, AND



- Completion of studies of Australian Year 12 qualification or equivalent.
- In addition, international students need to have IELTS score of 5.5 with no band less than 5.0, or equivalent test in line with DIBP regulations.

Program Outline:

Participants need to complete 12 units of competency, including 3 core units plus 9 elective units.

Core unit

- BSBMKG507 Interpret market trends and developments
- BSBMKG523 Design and develop an integrated marketing communication plan
- BSBPMG522 Undertake project work

Elective Units

- BSBADV507 Develop a media plans
- BSBADV509 Create mass print media advertisements
- BSBLDR502 Lead and manage effective workplace relationships
- BSBMKG501 Identify and evaluate marketing opportunities
- BSBMKG502 Establish and adjust the marketing mix
- BSBMKG506 Plan market research
- BSBMKG514 Implement and monitor marketing activities
- BSBMKG515 Conduct a marketing audit
- BSBWRT501 Write persuasive copy

Employment Pathway

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Marketing Manager
- Marketing Team Leader
- Product Manager
- Public Relations Manager, or
- Any employee who has primary responsibility for the strategic development and planning of an organisation's marketing function