



## Apex Institute of Education

RTO No: 91606 CRICOS Provider No: 03156M

Sydney CBD Campus: Levels 2&3 22-26 Goulburn Street Sydney NSW 2000 Australia

Parramatta Campus: 2 Sorrell Street, Parramatta NSW 2150 Australia

Phone: +61 2 8007 6261 (Sydney) +61 2 8007 6262 (Parramatta) Fax: +61 2 8007 6260

Email : [enrolments@apexaustralia.edu.au](mailto:enrolments@apexaustralia.edu.au); Web: [www.apexaustralia.edu.au](http://www.apexaustralia.edu.au)



# Advanced Diploma of Marketing and Communication

National Course Code BSB61315 CRICOS Course Code 092395C

## COURSE PROFILE

<b>Duration:</b>	<b>78 weeks</b> (60 Weeks Tuition + 18 weeks holidays)
<b>Qualification:</b>	Advanced Diploma (AQF)
<b>Training Package:</b>	BSB Business Services Training Package
<b>Delivery Mode:</b>	Full time (20 hours per week) blended (face-to-face and online)
<b>Tuition Fee</b>	AUD \$17,250
<b>Enrolment fee</b>	AUD \$500 (non-refundable)
<b>Materials Fee</b>	AUD \$300 (covers the cost of workbooks and assessment materials)
	Information on other fees and charges is available on our website

### Course Structure:

TERM	Units of Competency	Duration (weeks)
1	BSBRK501 Manage risk BSBMKG609 Develop a marketing plan	5 5
2	BSBSUS501 Develop workplace policy and procedures for sustainability BSBINN601 Lead and manage organisational change	5 5
3	BSBMKG603 Manage the marketing process BSBMKG606 Manage international marketing programs	5 5
4	BSBADV602 Develop an advertising campaign BSBMKG607 Manage market research	5 5
5	BSBDIV601 Develop and implement a diversity policy BSBMKG608 Develop organisational marketing objectives	5 5
6	BSBMGT605 Provide leadership across the organisation BSBMGT616 Develop and implement strategic plans	5 5

The **12 units of competency** are delivered throughout the **60 weeks** of tuition. All the above listed units competency must be completed to receive the Advanced Diploma of Marketing and Communication qualification.



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<b>Course Description</b>	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.
<b>Entry Requirements</b>	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. Entry to this qualification is limited to those individuals who have completed all core units in BSB52415 Diploma of Marketing and Communication.
<b>Vocational Outcomes</b>	Job roles and titles vary across different industry sectors. Upon successful completion of BSB61315, a person could seek employment opportunities in various business and commercial enterprises as Marketing director, Marketing strategist or National, regional or global marketing manager
<b>Target Group</b>	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.
<b>Course Completion</b>	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.
<b>Protection of fees paid in advance</b>	Pre-paid tuition fees are protected through Tuition Protection Service (TPS)
<b>Trainers and Assessors</b>	All trainers and assessors possess relevant vocational and training and assessment competencies and have relevant industry skills.
<b>Assessments</b>	Summative assessments are conducted during and on completion of training for each unit to determine if the learner is competent. Summative assessments at the end of each unit will be conducted using a project assignments and written tests. Assessment methods may include: Assignment, Questioning, Case Study, Third Party Report, Self-assessment, In Class Activities, Observation, Role Play and RPL
<b>Articulation</b>	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.
<b>RPL and Exemptions</b>	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
<b>Training and other Facilities</b>	AIE trains and assesses its students from its Sydney and Parramatta campuses 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](http://www.apexaustralia.edu.au)