



## 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

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# Diploma of Marketing and Communication

National Course Code BSB52415 CRICOS Course Code 092394D

## COURSE PROFILE

<b>Duration:</b>	52 weeks (40 Weeks Tuition + 12 weeks holidays)
<b>Qualification:</b>	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 \$11,500.00
<b>Enrolment fee</b>	AUD \$500 (non-refundable)
<b>Materials Fee</b>	AUD \$200 (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	BSBMKG501 Identify and evaluate marketing opportunities BSBMKG514 Implement and monitor marketing activities	5 5
2	BSBADV509 Create mass print media advertisements BSBLDR502 Lead and manage effective workplace relationships BSBFIM501 Manage budgets and financial plans	2 3 5
3	BSBMKG506 Plan market research BSBMKG523 Design and develop an integrated marketing communication plan BSBMKG507 Interpret market trends and developments BSBPMG522 Undertake project work	2 3 2 3
4	BSBMKG516 Profile international markets BSBADV507 Develop a media plan BSBMKG502 Establish and adjust the marketing mix	2 3 5

The **12 units of competency** are delivered throughout the **40 weeks** of tuition. All the above listed units competency must be completed to receive the Diploma of Marketing and Communication qualification.



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<b>Course Description</b>	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.
<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 BSB42415 Certificate IV in Marketing and Communication.
<b>Vocational Outcomes</b>	Job roles and titles vary across different industry sectors. Upon successful completion of BSB52415, a person could seek employment opportunities in various business and commercial enterprises as Marketing manager, Marketing team leader or Public relations 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 BSB52415 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 Diploma the students may continue their studies further by enrolling in relevant Advanced Diploma 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)