



AUSTRALIAN INSTITUTE OF TECHNICAL TRAINING

BSB61315 Advanced Diploma of Marketing and Communication

Business & Management

CRICOS Course Code 094004G



Marketing

Course Description

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.

Qualification

Students successfully completing the course will receive the Nationally Recognised qualification; BSB61315 Advanced Diploma of Marketing and Communication.

Course Duration

This course is offered full time over 2 years including holidays on a full time basis.

Scheduled Contact Hours

20 hours per week for 80 weeks

*Additionally, students are expected at least **10 hours** of individual study per week not limited to research, learning activities and assessment activities utilising the facilities and resources available at AITT.*

Tuition Fee

AUD\$ 18,000

*Fees and Charges are subject to change with prior notice.
OSHC Fee and Material Fee will be charged extra.*

Please refer to Student Handbook on the AITT Website (www.aitt.vic.edu.au) for itemised list of other costs (as applicable), and estimated living cost in Australia.

Training Location

- Level 1, 600 Collins Street, Melbourne, VIC 3000
(Classes as per scheduled timetable)

Please note about Role of Agents in Recruiting Students: Prospective students may contact Australian Institute of Technical Training (AITT) directly, or the contact may be through an Agent. In all cases the student is provided with all relevant information by AITT, and the complete enrolment process is conducted by AITT. Where an Agent is involved, the Agent's sole role is to introduce the student to AITT. The Agent has no role or responsibility in determining the student's eligibility for the relevant qualification or in advising the student on the most suitable course for the student to undertake. If you have any question regarding this, please email at: admissions@aitt.vic.edu.au immediately.

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Entry Requirements

Entry to this qualification is limited to those individuals who:

have completed all core units in BSB52415 Diploma of Marketing and Communication, which are:

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

Age Requirements

AITT has a requirement that all students must be over 18 years of age at the commencement of course.

Academic Requirements

To gain entry to this course, applicants should have successfully completed home country equivalent qualification to:

- Australian Year 12 or higher for entry to Diploma and Advanced Diploma level course

For further information refer to the Equivalent Qualifications on the Victorian Curriculum and Assessment Authority (VCAA) website: <http://www.vcaa.vic.edu.au/Pages/vce/vcercognition/equivalals/equivalentquals.aspx>

English Language requirements.

All International Students applying for courses at AITT must have a minimum English Language proficiency level of one of the below:

You should qualify in ANY ONE (1) of the following:

- IELTS overall band of 5.5 or equivalent;
- TOEFL iBT test score band of 46 equivalent or above;
- PTE Academic band score 42 equivalent or above;
- Cambridge English Advanced (CAE) test score band of 47 equivalent or above;
- OET score band Pass equivalent or above;
- Successful completion of Senior Secondary certificate of education in Australia conducted in medium of English;
- Completion of a full time Certificate III level course or above in Australia;
- English as the first language;
- Satisfactory completion of the EAL course or ELICOS course at the appropriate level; OR
- Any other form of assessment or test that satisfies the Institution.

Teaching Methods

Teaching is conducted in the classroom. The delivery will include face to face teaching, lectures, discussions, research, learning activities, group work, and supervised practical sessions.

Assessments

Assessments comprise of questions, projects, case studies, practical demonstrations and observation reports.

Course Structure

Units of Competency

Student must complete 12 Units including 3 core & 9 elective units listed below:

Code	Title
Core Units	
• BSBADV602	Develop an advertising campaign
• BSBMGT616	Develop and implement strategic plans
• BSBMKG609	Develop a marketing plan
Elective Units	
• BSBMKG603	Manage the marketing process
• BSBMKG607	Manage market research
• BSBMKG608	Develop organisational marketing objectives
• BSBMGT605	Provide leadership across the organisation
• BSBMGT608	Manage innovation and continuous improvement
• BSBRSK501	Manage risk
• BSBINN601	Lead and manage organisational change
• BSBUS501	Develop workplace policy and procedures for sustainability
• BSBMGT617	Develop and implement a business plan

Units from BSB52415 Diploma of Marketing and Communication

*(This applies only to those individuals who have **NOT** completed BSB52415 Diploma of Marketing and Communication).*

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

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