



AUSTRALIAN INSTITUTE OF TECHNICAL TRAINING

BSB52415 Diploma of Marketing and Communication

Business & Management

CRICOS Course Code 094003G



Marketing

Qualification

Students successfully completing the course will receive the Nationally Recognised qualification; BSB52415 Diploma of Marketing and Communication.

Course Duration

This course is offered full time over 1.5 year or 78 weeks including holidays on a full time basis.

Contact Hours

20 hours per week for 60 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\$ 13,000

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

Training Location

- Level 3, 475-485 Flinders Lane, Melbourne, VIC 3000
(Classes as per scheduled timetable)
- Level 2, 335 Flinders Lane, Melbourne, VIC 3000
(Classes as per scheduled timetable)

Course Description

This qualification applies to individuals with a sound theoretical knowledge base in marketing and communication and who demonstrate a range of managerial skills to ensure that functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams.

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Entry Requirements

Entry to this qualification is limited to those individuals who:

have completed all core units in BSB42415 Certificate IV in Marketing and Communication, which are:

- BSBCMM401 Make a presentation
- BSBCRT401 Articulate, present and debate ideas
- BSBMGT407 Apply digital solutions to work processes
- BSBMKG417 Apply marketing communication across a convergent industry
- BSBMKG418 Develop and apply knowledge of marketing communication industry

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 to an Australian Year 12 qualification.

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/vcerecognition/equivalents/equiv-yr12.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 studies in Australia towards a Certificate III level course or above;
- English as the first language;
- Satisfactory completion of the EAL course OR
- Any other form of test which satisfies the Institution.

Teaching Method

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.

Course Structure

Units of Competency

(12 Units including 3 core & 9 elective units)

Code Title

Core Units

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

Elective Units

- BSBMKG501 Identify and evaluate marketing opportunities
- BSBMKG502 Establish and adjust the marketing mix
- BSBMKG506 Plan market research
- BSBMKG514 Implement and monitor marketing activities
- BSBADV507 Develop a media plan
- BSBFIM501 Manage budgets and financial plans
- BSBMKG513 Promote products and services to international markets
- BSBMKG515 Conduct a marketing audit
- BSBLDR502 Lead and manage effective workplace relationships

Units from BSB42415 Certificate IV in Marketing and Communication

(This applies only to those individuals who have **NOT** completed BSB42415 Certificate IV in Marketing and Communication).

- BSBCMM401 Make a presentation
- BSBCRT401 Articulate, present and debate ideas
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Assessments

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

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