

ADVANCED DIPLOMA OF MARKETING & COMMUNICATION

COURSE OVERVIEW

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.



MELBOURNE (CBD)



78 WEEKS
(INCLUDING HOLIDAYS)



ASSESSMENT METHODS AND FACILITIES

This course is delivered face-to-face, through a combination of tutorials and computer lab workshops.

Assessment will occur through a variety of methods, including projects incorporating role-plays, case studies and short answer questions

Equipment includes: Fully Equipped Computer Labs, Business Software and student PCs, Printed and online Resources. Spacious classrooms, free internet access.



ENTRY REQUIREMENTS

Prerequisite - Entry to this qualification is limited to those individuals who have completed all core units from the BSB52415 Diploma of Marketing and Communication.



18 YEARS OLD



YEAR 12 OR EQUIVALANCE



IELTS SCORE OF 5.5
WITH NO BAND LESS THAN 5.0



COURSE STRUCTURE

UNIT	TITLE
BSBMKG623	Develop Marketing Plans
BSBMKG624	Manage Market Research
BSBOPS601	Develop and Implement Business Plans
BSBMKG626	Develop Advertising Campaigns
BSBTWK601	Develop and Maintain Strategic Business Networks
BSBMKG621	Develop Organisational Marketing Strategy
BSBMKG622	Manage Organisational Marketing Processes
BSBCRT611	Apply Critical Thinking for Complex Problem Solving
BSBLDR601	Lead and Manage Organisational Change
BSBSTR601	Manage Innovation and Continuous Improvement
BSBTEC601	Review Organisational Digital Strategy
BSBFIN601	Manage Organisational Finances