

DIPLOMA OF MARKETING & COMMUNICATION



COURSE OVERVIEW

The course structure is designed to integrate practice and connection with each of these themes in turn representing distinct modes of thinking, enquiry and knowledge acquisition in relation to marketing. Students explore underpinning theoretical constructs that inform marketing practice; students engage in practice both in simulated marketing workplace roles and in operating businesses; and they reflect on feedback from industry mentors and assessors. The course aims to develop graduates who are ethical and reflective practitioners with a commitment to professional learning and practice. Throughout this course, you will discover the role that marketing plays in the success of contemporary organisations and examine the industry's trends, responsibilities, needs and opportunities. You will graduate with strong theoretical knowledge and simulated work experience. A great way to increase your employability in a range of entry level marketing roles.



MELBOURNE (CBD)



60 WEEKS

(INCLUDING HOLIDAYS)



ASSESSMENT METHODS AND FACILITIES

This course is delivered face-to-face, through a combination of tutorials and computer lab workshops. You will be assessed through written tests, computer-based tasks and assignments

Equipment includes -Fully Equipped computer labs, business software and student PCs, printed and online recourses, spacious classrooms and free internet access.

ENTRY REQUIREMENTS



18 YEARS OLD



YEAR 12 OR EQUIVALANCE



IELTS SCORE OF 5.5
WITH NO BAND LESS THAN 5.0



COURSE STRUCTURE

UNIT	TITLE
BSBPMG530	Manage Project Scope
BSBMKG542	Establish and Monitor Marketing Mix
BSBMKG555	Write Persuasive Copy
BSBMKG543	Plan and Interpret Market Research
BSBMKG514	Plan and Monitor Direct Marketing Activities
BSBMKG545	Conduct Marketing Audits
BSBMKG541	Identify and Evaluate Marketing Opportunities
BSBXCM501	Lead Communication in the Workplace
BSBMKG552	Design and Develop Marketing Communication Plans
BSBFIN501	Manage Budget and Financial Plans
BSBOPS504	Manage Business Risk
BSBPEF501	Manage Personal and Professional Development

