



Advanced Diploma of Marketing and Communication

National Course Code: BSB60520 CRICOS Course Code: 103532D

Duration: 78 Weeks

Course Description

This qualification reflects the role of individuals who provide leadership and support strategic direction in the marketing and communications activities of an organisation. 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. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Entry Requirements

Entry to this qualification is limited to those who:
Have completed BSB52415 Diploma of Marketing and Communication

or

Have completed the following units (or equivalent competencies): BSBMKG541 Identify and evaluate marketing opportunities; BSBMKG542 Establish and monitor the marketing mix; BSBMKG552 Design and develop marketing communication plans; BSBMKG555 Write persuasive copy; and BSBPMG430 Undertake project work. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

or

Have four years equivalent full-time relevant work experience.

All International Students must have IELTS 5.5 or equivalent.

Vocational Outcomes

Successful completion of the BSB60520 Advanced Diploma of Marketing and Communication can lead to a range of possible career opportunities including Marketing Manager, Marketing Director, Advertising Account Director, Client Service Executive and Client Service Director.

Target Group

The target group for the BSB60520 Advanced Diploma of Marketing and Communication is local and international students wishing to develop their existing Marketing and Communication skills and those who are already working in the industry and wish to obtain the qualification to broaden their knowledge, skills and career prospects or wish to articulate to BSB60520 Advanced Diploma of Marketing and Communication. This course will enhance your leadership skills and help you provide strategic direction in the marketing and communications area and design marketing programs for an organisation. International students will come from a range of countries spanning Asia, Eastern Europe and Middle East. Many international students have industry experience and wish to receive an Australian qualification. Participants who do not have any industry experience will not be disadvantaged as delivery involves workplace simulations exercises and projects.

Delivery Modes

CIBT uses a blended learning methodology combining classroom-based learning with computer-mediated activities as studies show blended learning improves student's interaction and satisfaction as well as increase learning outcomes. Delivery involves 20 hours per week total tuition with 15 hours/week of classroom-based delivery on campus and for 5 hours/week students would be taking part in computer-mediated activities via online MOODLE Learning Management System.

Course Completion

Students obtaining a 'Competent' result for all the units studied will achieve Advanced Diploma of Marketing and Communication. A Statement of Attainment will be issued only for the units in which a student has been found 'Competent'.

Protection of Fee Paid in Advance

Tuition fee paid in advance by student is protected under commonwealth's Tuition Protection Service (TPS). TPS is a placement and refund service for international students. The TPS is like an insurance cover for fees paid in advance. It is a single mechanism to place students when a provider fails to meet obligations or as a last resort to provide refunds of unexpended prepaid tuition fees.

Trainers and Assessors

All CIBT trainers/assessors are highly qualified and experienced. They have TAE40116 Certificate IV in Training and Assessment or its equivalent plus suitable industry experience along with the qualification to teach Advanced Diploma of Marketing and Communication.

Assessments

Each unit will be assessed in at least 2 different ways unless otherwise required by the unit of competency. The assessment will be conducted through take home research, assignments, projects, case studies, demonstrations and presentation.

Articulation & Pathways

Under mutual recognition the Advanced Diploma of Marketing and Communication qualification and Statement of Attainment awarded by CIBT will be recognised by other RTOs Australia wide. Upon successful completion of the Advanced Diploma of Marketing and Communication students may be eligible for exemption in similar courses. Graduate of this qualification can continue their studies to Bachelor of Marketing, Bachelor of Business or any other undergraduate degree with a University.

RPL and Exemptions

RPL and credit transfer can be applied for at the time of enrolment or during the orientation. Students may be eligible to obtain credits for individual units as a result of experience gained in the relevant Marketing and Communication field or from previous training and education. A Fee is payable for assessing your RPL status. The information is available online in the student handbook or can be requested at the reception.

Training and Other Facilities

CIBT trains and assesses its students from its campuses in North Sydney and Sydney City which are fully equipped with required facilities including modern computer labs with internet access, data projectors & resources borrowing facility, printing & photocopy facility and a student common area.

Course Structure

The 12 units of competency (4 Core and 8 Electives) are delivered throughout 78 weeks (54 weeks tuition and 24 weeks holiday). All units of competency must be completed to attain BSB60520 Advanced Diploma of Marketing and Communication.

Unit Code	Unit Descriptions	Core/ Elective
BSBMKG621	Develop organisational marketing strategy	Core
BSBMKG623	Develop marketing plans	Core
BSBMKG622	Manage organisational marketing processes	Core
BSBMKG622	Develop and maintain strategic business networks	Core
BSBMKG624	Manage market research	Elective
BSBMKG625	Implement and manage international marketing programs	Elective
BSBCRT512	Originate and develop concepts	Elective
BSBMKG626	Develop advertising campaigns	Elective
BSBTEC601	Review organisational digital strategy	Elective
BSBMKG627	Execute advertising campaigns	Elective
BSBOPS601	Develop and implement business plans	Elective
BSBSTR601	Manage innovation and continuous improvement	Elective