



FROM POSSIBILITY TO ACTUALITY

# Diploma of Marketing and Communication

National Course Code: BSB50620 CRICOS Course Code: 103533C

Duration: 78 Weeks



## Course Description

This qualification reflects the role of individuals who use a sound theoretical knowledge base in marketing and communication and who demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. Typically, the individuals would have responsibility for the work of other staff and lead teams. 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 BSB42415 Certificate IV in Marketing and Communication or

Have completed the following units (or equivalent competencies): BSBM411 Make presentations; BSBM412 Articulate, present and debate ideas; BSBM433 Undertake marketing activities; BSBM435 Analyse consumer behaviour; BSBM439 Develop and apply knowledge of communications industry; and BSBM441 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

or

Have two years equivalent full-time relevant work experience.

All International Students must have IELTS 5.5 or equivalent.

## Vocational outcomes

Successful completion of the BSB50620 Diploma of Marketing and Communication can lead to a range of possible career opportunities including Account Manager (Advertising), Marketing and Communication Manager, Sales Manager, Marketing Team Leader, Executive Assistant, Campaign Manager and International Marketing Manager/Coordinator (Education).

## Target Group

The target group for the BSB50620 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 BSB50620 Diploma of Marketing and Communication. This course will help to provide a sound theoretical knowledge base in marketing and communication and demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. 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 13.5 hours/week of classroom-based delivery on campus and for 6.5 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 a 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 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 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 Diploma of Marketing and Communication students may be eligible for exemption in similar courses. Graduate of this qualification can continue their studies to BSB60520 Advanced Diploma of Marketing and Communication.

## 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 (5 Core and 7 Electives) are delivered throughout 78 weeks (54 weeks tuition and 24 weeks holiday). All units of competency must be completed to attain BSB50620 Diploma of Marketing and Communication.

Unit Code	Unit Descriptions	Core/Elective
BSBMKG541	Identify and evaluate marketing opportunities	Core
BSBMKG542	Establish and monitor the marketing mix	Core
BSBMKG552	Design and develop marketing communication plans	Core
BSBMKG555	Write persuasive copy	Core
BSBPMG430	Undertake project work	Core
BSBMKG543	Plan and interpret market research	Elective
BSBMKG551	Create multiplatform advertisements for mass media	Elective
BSBMKG545	Conduct marketing audits	Elective
BSBMKG546	Develop social media engagement plans	Elective
BSBFIN501	Manage budgets and financial plans	Elective
BSBOPS504	Manage business risk	Elective
BSBOPS505	Manage organisational customer service	Elective

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