Purpose of the Course:
This course is for people who want to acquire knowledge and skills to pursue employment and/or further training in a range of marketing areas who provide leadership and strategic direction in the marketing 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 field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

Entry Requirements:
• Students must be over 18 years of age,
• Students must have completed an overseas equivalent of Year 12
• Proficient in English. International students need an IELTS level of 6.0 overall with no individual band lower than 5.5, or a TOEFL 550 (paper PBT) 78 (computerised) or proof that the medium of instruction at school has been in English with a satisfactory grade in English in final examinations.
• To be able to read and comprehend course requirements
• Have an intermediate to advanced level of understanding of computers and the internet

Target Group:
The Target participants for this course are:
• International students who are either located onshore or offshore on a student visa:
  o Aged 18 - 20
• May have previously completed a Certificate IV in Marketing or similar qualification prior to enrolment

Nominal Duration:
Total duration of the course is 20 hours per week for 104 weeks including 7 x 10 week terms, 1 x12-week term and 22 weeks’ holiday.
This course is only offered as a full-time only and is not offered part-time or by distance education.

**Delivery Location**
- Level 2 & 7, 16 – 18 Wentworth Street, Parramatta, NSW, 2150

**Course Fees:**
- Tuition Fee: $20,000
- Enrolment Fee: $150
- Material and Equipment Fee: $500
- Total Fees: $20,650

*Note: Some fees are non-refundable and fees may change without notice. See the enrolment form for fee refund policy details of refund arrangements and conditions and please check out web site or contact the college prior to enrolment to ensure fees are correct.*

**Delivery Strategy:**
This program is delivered totally within an institution-based environment. This mode of delivery will combine theory-based material and practical sessions involving small discussion groups, individual and team activities and practical projects.

Throughout the entire training program participants will be provided with training and resource materials that contain various worksheets, handouts, additional reading materials (where required) and the assessment tasks. These materials will be sourced from a variety of commercial providers such as IBSA, SmallPrint Australia and will also be developed in-house.

**Assessment Strategy:**
Evidence is the term used to describe the information used to gain competency in each section of the course. It can be gathered in a variety of ways and the Trainer/Assessor will use a combination of these methods throughout and at the conclusion of the learning program. In some situations, the trainer/assessor will have number of different types of assessment activities to choose from and will be required to conduct a minimum of two or more assessments to judge competency in certain units.

Due to the nature of some units the number of assessment required will vary and the trainer/assessor will inform the students of the number being undertaken. The assessment matrix identifies the type of evidence that will be collected to enable judgments to be made about student’s success in units of competency. Assessments are conducted at various points though out a unit. It is at the discretion of the trainer/assessor as when these occur.
This decision is based upon when an agreement is reach between both the trainer/assessor and the individual student.

Assessment methods may include:
- Role-plays
- Written examinations
- Written/Verbal questioning
- Case studies
- Practical Projects
- Research Reports
- Assignments used to assess required skills and knowledge

**Assessment Outcome:**
Students will be marked either Competent (C) or Not Yet Competent (NYC) for each unit of competency.

**Customisation and Contextualisation:**
This program has been designed to provide the best outcome for those seeking this qualification and to enable them to work in a variety of financial environments. The program and its learning and assessment materials maybe subject to customisation and contextualisation to suit the needs of individual clients where these needs have been identified and will be conducted in consultation with the relevant individual.

**Recognition of Prior Learning:**
Have you worked or studied in this field before? RPL allows you the opportunity to be recognised for skills, experience and study that you may have already attained.

To gain RPL you will need to contact the college for our RPL kit which will guide you through the process of presenting your evidence to us. RPL will only be granted before the start of the course, or within the first two weeks of starting of the course.

RPL can be applied for by overseas students with the following conditions:
- You are still required to attend full-time study
- The duration of the course is reduced affecting your Confirmation of Enrolment with DIBP (Department of Immigration and Border Protection)

There is a fee for the RPL service which is detailed in the RPL kit.
Training Pathways:
This qualification will provide a pathway to marketing qualifications in Higher Education Institutions

Employment Pathways:
Career possibilities may include:
- Marketing Director
- Marketing Strategist
- National, Regional or Global Marketing Manager

Course Objectives and Outcomes
On successful completion of this qualification students will be able to:
- Plan market research
- Design direct response offers
- Identify and evaluate marketing opportunities
- Implement and monitor marketing activities
- Interpret market trends and developments
- Establish and adjust the marketing mix
- Manage:
  - Market research
  - Measurement of marketing effectiveness
  - International marketing programs
  - The marketing process
- Develop:
  - Organisational marketing objectives
  - Marketing plans
  - A media plan
  - A sales plan
- Design and develop an integrated marketing communication
- Evaluate international marketing opportunities

Qualification Awarded:
Upon the successful completion of all Units of Competency for this qualification participants will be issued both a BSB60515 Advanced Diploma of Marketing.

For partial completion of this qualification, students will be issued with a Statement of Attainment indicating completed Units of Competency.
Course Structure:
To successfully complete BSB60515 Advanced Diploma of Marketing students are required to complete sixteen units of competency as listed below.

Subject Code: AVMK501
- BSBMKG506 Plan market research
- BSBMKG507 Interpret market trends and developments

Subject Code: AVMK502
- BSBMKG501 Identify and evaluate marketing opportunities
- BSBMKG502 Establish and adjust the marketing mix

Subject Code: AVMK503
- BSBADV507 Develop a media plan
- BSBSLS501 Develop a sales plan

Subject Code: AVMK504
- BSBMKG409 Design direct response offers
- BSBMKG514 Implement and monitor marketing activities

Subject Code: AVMK601
- BSBMKG607 Manage market research
- BSBMKG608 Develop organisational marketing objectives

Subject Code: AVMK602
- BSBMKG609 Develop marketing plan
- BSBMKG523 Design and develop an integrated marketing communication plan

Subject Code: AVMK603
- BSBMKG603 Manage the marketing process
- BSBMKG605 Evaluate international marketing opportunities

Subject Code: AVMK604
- BSBMKG606 Manage international marketing programs
- BSBMKG611 Manage measurement of marketing effectiveness