

110958H–BSB50620 Diploma of Marketing and Communication

Course Overview

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.

Quick Facts

Course name: Diploma of Marketing and Communication

VET National Code: BSB50620

CRICOS Course Code: 110958H

Duration: 78 Weeks (including 24 Weeks holiday)

Tuition Fee: \$18,000 per year.

Job Opportunities

- Public Relations Manager
- Media Planner
- Sales Manager
- Product Manager
- Marketing Manager
- Campaign Manager
- Marketing Coordinator
- Marketing Team Leader

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): BSBCMM411 Make presentations; BSBCRT412

Articulate, present and debate ideas; BSBMKG433 Undertake marketing activities; BSBMKG435 Analyse consumer

behaviour; BSBMKG439 Develop and apply knowledge of communications industry; and BSBWRT411

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 students must be over 18

International Students

- Must have completed equivalent to Australian Grade 12, and
- IELTS band 5.5 (with no individual band below 5.0) or equivalent

Domestic Students

- Must have completed Grade 12, or
- Achieve ACSF Level 4 in a Language, Literacy and Numeracy assessment

Assessment method

Assessments will be conducted through a combination of questioning, reports, presentations, role-plays and observations.

Recognition of Prior Learning

We offer everyone the opportunity to apply for Recognition of Prior Learning (RPL) at enrolment.

Students may be granted credit or partial credit in recognition of skills and knowledge gained through work experience, life experience and/or prior training.

Pathways

Upon successful completion of BSB50620 Diploma of Marketing and Communication, you may pursue BSB60520 Advanced Diploma of Marketing and Communication.

Study Location

CAC Sydney Campus – Level 1, 7 Hassall Street, Parramatta, NSW 2150

Course Structure

5 core units plus

7 elective units, of which:

- 3 elective units must be selected from Group A
- 2 elective units must be selected from Group B

for the remaining 2 elective units:

- up to 2 units may be selected from Groups A and B

if not listed, up to 2 units may be selected from a Certificate IV, Diploma or Advanced Diploma from this or any other currently endorsed Training Package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

The units delivered by CAC are as follows:

Unit Code and Unit Name

Core units

BSBMKG555 Write persuasive copy

BSBPMG430 Undertake project work

BSBMKG541 Identify and evaluate marketing opportunities

BSBMKG542 Establish and monitor the marketing mix

BSBMKG552 Design and develop marketing communication plans

Elective Units

BSBMKG543 Plan and interpret market research

BSBMKG546 Develop social media engagement plans

BSBMKG550 Promote products and services to international markets

BSBOPS504 Manage business risk

BSBTEC404 Use digital technologies to collaborate in a work environment

BSBOPS501 Manage business resources.

BSBFIN501 Manage budgets and financial plans



CAC has relationships with Education Agents to recruit students on our behalf. For a full list of our approved Agents, please refer to the Our Agents page on our website.

USI

All students undertaking nationally recognised training must have a USI in order to receive a qualification.

