

110959G- BSB60520 Advanced Diploma of Marketing and Communication

Course Overview

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.

Quick Facts

Course name: Advanced Diploma of Marketing and Communication

VET National Code: BSB60520

CRICOS Course Code: 110959G

Duration: 78 Weeks (including 24 Weeks holiday)

Tuition Fee: \$18,000 per year.

Job Opportunities

- Marketing Director
- Client Services Executive
- Advertising Account Director
- Client Services Director
- Marketing Strategist
- Advertising Account Planning Manager
- Marketing Manager

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 students must be over 18

International Students

- An overall IELTS band 5.5 (with no individual band below 5.0) or equivalent.
- 18 years and above with a High School Certificate (Year 12) or Cert IV in Business

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 BSB60520 Advanced Diploma of Marketing and Communication, you may pursue higher studies.

Study Location

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

Course Structure

Total number of units = 12

4 core units plus

8 elective units, of which:

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

for the remaining 3 elective units:

- up to 3 units may be selected from Groups A and B

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

For more information refer to www.training.gov.au

The units delivered by CAC are as follows:

Unit Code and Unit Name

Core units

BSBTWK601 Develop and maintain strategic business networks

BSBMKG621 Develop organisational marketing strategy

BSBMKG623 Develop marketing plans

BSBMKG622 Manage organisational marketing processes

Elective units

BSBOPS601 Develop and implement business plans

BSBOPS505 Manage organisational customer service

BSBCRT512 Originate and develop concepts

BSBMKG624 Manage market research

BSBINS512 Monitor business records systems

BSBMKG626 Develop advertising campaigns

BSBFIN501 Manage budgets and financial plans

BSBLDR601 Lead and manage organisational change



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.