



# BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

## Study Location

Academies Australasia Polytechnic  
Level 7, 628 Bourke St,  
Melbourne, VIC 3000, Australia

## Course Name

Advanced Diploma of Marketing and  
Communication

**Course TGA Code** BSB61315

**Course CRICOS Code** 094966A

## Delivery Period (Include holidays)

Total: 3 terms (9 months)

## Provider CRICOS Number

02439G

## Contact Hours (per week)

**International Students:**  
Minimum 20 hours/week

## Domestic Students:

Blended learning available

## Study Requirements

### 12 Total units:

3 core units & 9 electives

## Administration Fee:

\$200 (1 program)

\$300 (2 or more programs)

## 2017 Tuition Fee (AUD)

**International Students:**

AUD \$6,550

**Material Fee:** AUD\$150

**Swipe Card (Refundable):** AUD\$100

**2017 Overseas Student Health Cover**

\$690 / year (SINGLE)

## 2017 Intake Dates:

3 July, 25 Sept

## 2017 Mid-Term Intake Dates:

15 May, 7 Aug, 30 Oct

## 2017 Annual Living Expenses

(Guide for International Students)

\$19,830 / year (estimate)

## Marketing

In today's business, marketing plays a vital role in understanding consumers and markets, to enable companies to make more profitable and effective decisions. In every sector of the economy, public, private or not for profit, marketing is critical to the success of every business.

Managing the marketing process requires certain knowledge of both the marketplace and the implications of the marketing mix. Our nationally recognised courses provide you with this knowledge.

The courses will enable you to achieve your ambitions and provide access to positions in the various sectors of the industry such as Advertising, Direct Marketing, Promotion Marketing and Marketing Research.

## Course Outline

Our Marketing courses have been developed according to the requirements of the Business Services Training Package (BSB15) and have been approved for delivery by the Australian Skills Quality Authority (ASQA). They are nationally recognised qualifications within the Australian Qualifications Framework (AQF).

The Advanced Diploma of Marketing and Communication is for anyone who requires skills in preparing for marketing or a marketing research role in a promotional or marketing department.

## Course Requirements

Entry to this qualification is limited to those individuals who have completed all core units in BSB52415 Diploma of Marketing and Communication: *BSBMKG507 Interpret market trends and developments*, *BSBMKG523 Design and develop an integrated marketing communication plan*, and *BSBPMG522 Undertake project work*.

This BSB61315 Advanced Diploma Marketing and Communication is made up of 12 units, including Promotional Marketing, Marketing Strategies, Marketing Plan and Leadership subjects divided into Core and Elective Units, as shown below:

Code	Core Units
BSBADV602	Develop an advertising campaign
BSBMGT616	Develop and implement strategic plans
BSBMKG609	Develop a marketing plan
Code	Elective Units
BSBMKG523	Design and develop an integrated marketing communication plan
BSBMKG608	Develop organisational marketing objectives
BSBADV605	Evaluate campaign effectiveness
BSBMKG605	Evaluate international marketing opportunities
BSBADV604	Execute an advertising campaign
BSBADV603	Manage advertising production
BSBMKG606	Manage international marketing programs
BSBMKG611	Manage measurement of marketing effectiveness
BSBMGT605	Provide leadership across the organisation

NOTE: Fees and units may subject to change

## Assessment and Fees

A range of assessment tasks will be undertaken which may include but is not limited to: observation, project/ report, case study, role play, exercises, activities; and written/oral tasks including multiple choice, questions and answer, essays, true/false and presentations

## Student Support

A range of student services will be available to enrolled students at AAPoly, including welfare and academic counselling and learning resource material. For further information contact the Academic Support Department at AAPoly.

## Learning Facilities & Resources

AAPoly has a range of facilities and resources for students including computer labs, study space, meeting rooms, access to the City libraries as well as AAPoly library on Level 7 at the Bourke Street

## Further Information

The commencement of any program is always subject to funding and class sizes. While the information provided in this publication is correct at the time of going to press, AAPoly reserves the right to alter any course, procedure or fee. Students are advised to check for any amendments prior to enrolment.

## Application Method

Submit an application form to: Academies Australasia Polytechnic Level 7, 628 Bourke St, Melbourne, VIC 3000, Australia. Form may be downloaded at [www.aapoly.edu.au](http://www.aapoly.edu.au)

## Course Enquiries

Academies Australasia Polytechnic Level 7, 628 Bourke St, Melbourne, VIC 3000, Australia  
Phone: +613 86104100  
Email: [enquiries@aapoly.edu.au](mailto:enquiries@aapoly.edu.au)

## Pathways from the qualification

After graduating from BSB61315 Advanced Diploma of Marketing and Communication, students may continue with higher education qualifications such as Bachelor of Business, Bachelor of Business (Marketing Major), or Bachelor of Commerce in Marketing.

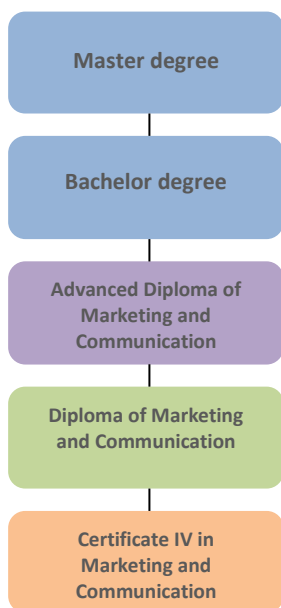


## Recognition of Prior Learning

RPL assesses your current skills and knowledge against the learning outcomes of a course or units, regardless of how and where the learning occurred. Competencies may have been attained through: study, work experience and general life experience activities.

AAPoly is obliged to recognize the AQF qualifications and statements of attainment issued by other registered training organizations. For further details email [enquiries@aapoly.edu.au](mailto:enquiries@aapoly.edu.au)

### AAPoly Pathway



### Entry Requirements:

**For International Students**, the following are mandatory requirements:

- Be at least 18 years of age
- English level at IELTS 5.5 or above (with no bands lower than 5.0) or PTE Academic Score of 42 or higher (with no section lower than 36).
- Have successfully completed Australian Year 12 or equivalent.

**For Domestic Students**, direct applications are accepted.

- Have successfully completed Australian Year 12 or equivalent.
- Students without formal qualifications may submit a resume detailing working experience, supported by references from employers.

### Nationally Accredited Qualification in Australia



### University Pathways



A FEDERATION UNIVERSITY PARTNER PROVIDER INSTITUTION

AAPoly – A FedUni Partner Provider Institution in Melbourne  
FedUni CRICOS Provider Number 00103D