



# BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

## Study Location

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

## Course Name

Diploma of Marketing and  
Communication

**Course TGA Code** BSB52415

**Course CRICOS Code** 094965B

## 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 more 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 easily 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).

## Course Requirements

Entry to this qualification is limited to those individuals who have completed all core units in BSB42415 Certificate IV in Marketing and Communication. This BSB52415 Diploma Marketing and Communication is made up of 12 units, including Marketing Communication II, Marketing Trends, Marketing Project, Marketing Research and Marketing Audit divided into Core and Elective units as below:

Code	Core Units
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
Code	Elective Units
BSBADV503	Coordinate advertising research
BSBADV507	Develop a media plan
BSBDES602	Research global design trends
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG506	Plan market research
BSBMKG508	Plan direct marketing activities
BSBMKG510	Plan e-marketing communications
BSBMKG514	Implement and monitor marketing activities
BSBMKG515	Conduct a marketing audit

NOTE: Fees and units may subject to change

## Assessment and Fees

A range of assessment task 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 achieving the BSB52415 Diploma of Marketing and Communication, candidates may undertake the BSB61315 Advanced Diploma of Marketing and Communication, a qualification for senior marketing personnel who have primary responsibility for the strategic development and planning of an organisation's marketing function or a range of other Advanced Diploma qualifications.



## 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



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