



BSB60515

Advanced Diploma of Marketing

DURATION

The Advanced Diploma of Marketing is a full-time course which requires 15 hours per week of college attendance over 34 weeks (excluding holidays). Additional home-based study will be required.

ENTRY REQUIREMENTS

The Advanced Diploma of Marketing packaging rules have no entry requirements for this qualification. Australian Careers Business College (ACBC) requires students to have completed the NSW Higher School Certificate or its equivalent.

QUALIFICATION

Graduates completing all components of the course and demonstrating competence in all units will be awarded a nationally recognised BSB60515 Advanced Diploma of Marketing. A nationally recognised Statement of Attainment will be issued where a student has successfully completed part of the qualification.

CAREER OPPORTUNITIES

Various career options can be attained by graduates after gaining sufficient work experience, such as;

- Marketing Director
- Marketing Strategist
- National, Regional or Global Marketing Manager

CREDIT TRANSFER (CT)

Australian Careers Business College recognises and grants credit transfer for nationally recognised qualifications issued by other RTOs. Full details of the application process can be acquired from the college's student administration.

RECOGNITION OF PRIOR LEARNING (RPL)

Recognition of prior learning acknowledges skills, knowledge and competencies obtained through

- Formal training/study
- Work experience
- Life experience

Students are eligible to apply for RPL and an administration fee of \$450 per unit of competency applies depending on the evidence supplied by students seeking RPL. Full details of the application process can be acquired from the college's student administration.

LANGUAGE LITERACY AND NUMERACY SKILLS (LLN)

Students enrolling in this qualification will undertake a LLN test to determine the students LLN abilities.

QUALIFICATION DELIVERY

Assessment methods for this course are a combination of practical projects, written tests, case studies and assignments. Assessments may also include "integrated assessment" whereby a number of units of competency are assessed together.

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The Australian Careers Business College is registered by Australian Skills Quality Authority (ASQA) to deliver selected Nationally Recognised Qualifications.



AUSTRALIAN CAREERS
Business College

"Empowerment Through Education and Training"

