

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.

1300 COLLEGE www.acbc.nsw.edu.au info@acbc.nsw.edu.au The Australian Careers Business College is registered by Australian Skills Quality Authority (ASQA) to deliver selected Nationally Recognised Qualifications.

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CONTENT PLACE ACBC.NSW.EDU.AU PUBLIC RELATIONS PROCESS PROCESS PROCESS PROCESS PROCESS PROFESSIONAL DIRECTOR ADVERTISING NNOVATE RESEARCH SOCIAL MEDIA REWARDING MANAGER GRADUATE

ASSESSMENT

Assessment methods for this course are a combination of assignments, case studies, scenarios, role-plays, written tests and projects.

UNIVERSITY OPTIONS

Students wishing to pursue university after completing studies at ACBC can do so in conjunction with various universities and educational institutions. Depending on the student's results and the university selected, graduates may be eligible for up to one year's recognition.

LEARNING RESOURCES

All equipment and resources are provided for students enrolling into this qualification including textbooks, learner guides, student handouts and assessment instructions at no cost. Students have access to college computer labs and also have access to the Internet.

FACILITIES

The qualification is partially held in a designated classroom for lectures, tutorials and group work. For any work requiring computers there are computer labs which can be utilised, with every student allocated their own workstation. These computers can also be used to access the Internet for research purposes. There is also a range of textbooks and workbooks that students may access as additional resources.

WORK PLACEMENT PROGRAM

Students enrolled in the Advanced Diploma of Marketing course are offered an optional one day a week work placement opportunity, which is organised by our Work Placement Team.

CAMPUS LOCATIONS

All three campuses are located in the heart of the Business District of their respective locations and no more than a five minute walk from the train station.

149-151 George Street Liverpool NSW Level 1, 85 George Street Parramatta NSW 313-323 Crown Street Wollongong NSW

ACBC is a Registered Training Organisation (RTO) No. 90271.

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NATIONALLY RECOGNISED TRAINING

QUALIFICATION UNITS OF COMPETENCY

(4) FOUR CORE UNITS

BSBMKG603	Manage the marketing process
BSBMKG607	Manage market research
BSBMKG608	Develop organisational marketing objectives
BSBMKG <mark>609</mark>	Develop a marketing plan

(4) FOUR ELECTIVE UNITS

BSBMKG502	Establish and adjust the marketing mix
BSBMKG605	Evaluate international marketing opportunities
BSBMKG606	Manage international marketing programs
BSBMGT617	Develop and implement a business plan

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