

BSB60515

ADVANCED DIPLOMA OF MARKETING

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 BSB60515 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, which is currently in release 2. A nationally recognised Statement of Attainment will be issued where a student has withdrawn but has successfully completed part of the qualification or completes the course but does not demonstrate competency in all units.

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)

ACBC recognises and grants credit transfer for nationally recognised units of competency issued by other RTOs. Full details of the application process can be acquired from the college's student services.

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 an LLN test to determine the student's ability to engage in the course.

www.acbc.nsw.edu.au / info@acbc.nsw.edu.au

➤ **1300 COLLEGE**



AUSTRALIAN CAREERS
Business College

'Empowerment Through Education and Training'



MODE OF DELIVERY

This course is delivered face-to-face in a classroom based learning environment. This mode of delivery will combine theory-based material and practical tasks. The theory sessions are designed to explain the skills, knowledge and task that comprise the Advanced Diploma of Marketing

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.

ASSESSMENT

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

QUALITY OF TRAINING

ACBC is responsible for the quality of the training and assessment being provided in this course and for the issuance of any AQF certificate.

UNIVERSITY OPTIONS

Students wishing to pursue university after completing studies at ACBC can do so in conjunction with various universities and educational institutions. Graduates are eligible for a minimum of 40 credit points (equivalent to one full-time semester) and up to a maximum of 80 credit points through Western Sydney University depending on units studied.

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, students will be able to use college laptops. There are also computer labs which can be utilised, with every student allocated their own workstation. These computers can also be used to access the Internet.

WORK PLACEMENT PROGRAM

Students enrolled in the Advanced Diploma of Marketing course are offered an optional one day a week work-placement opportunity in terms 3 and 4, which is organised by our Work Placement Team.

(4) CORE UNITS	➤ BSBMKG603	Manage the marketing process
	➤ BSBMKG607	Manage market research
	➤ BSBMKG608	Develop organisational marketing objectives
	➤ BSBMKG609	Develop a marketing plan
(4) 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



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.

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

- 28 MEMORIAL AVENUE LIVERPOOL NSW 2170**
- LEVEL 1, 85 GEORGE STREET PARRAMATTA NSW 2150**
- 313-323 CROWN STREET WOLLONGONG NSW 2500**

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