



# DIPLOMA OF MARKETING AND COMMUNICATION

The Diploma of Marketing and Communication is a full-time qualification which requires 20 hours per week college attendance over a period of 28 weeks excluding holidays. Additional home-based study will be required.

## ENTRY REQUIREMENTS

Entry to this qualification is limited to those individuals who have completed all core units in BSB42415 Certificate IV in Marketing and Communication. The following five units represent the core:

- BSBCMM401** Make a presentation
- BSBCRT401** Articulate, present and debate ideas
- BSBMGT407** Apply digital solutions to work processes
- BSBMKG417** Apply marketing communication across a convergent industry
- BSBMKG418** Develop and apply knowledge of marketing communication industry

ACBC also requires candidates to have completed the NSW Higher School Certificate or its equivalent.

If a student does not have existing competence in the entry requirement units, they may undertake the five units at ACBC, prior to the commencement of the Diploma course. Achieving competence in all five units is required in order to commence the BSB52415 Diploma of Marketing and Communication. Students who wish to complete the five entry requirement units at ACBC, will be enrolled in the units separately and will be awarded a nationally recognised Statement of Attainment for successfully completing these units.

## QUALIFICATION

Graduates completing all components of the course and demonstrating competence in all units will be awarded a nationally recognised BSB52415 Diploma of Marketing and Communication, which is currently in release 1.

A nationally recognised Statement of Attainment will be issued where a student has withdrawn but has successfully completed part of the qualification or completes the course but does not demonstrate competency in all units.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

Students who complete the Diploma qualification have a pathway for further study into the Advanced Diploma of Marketing and Communication. Graduates may also apply to undertake commerce and business qualifications at university. Upon successful completion of this course and with suitable experience, students may work in areas such as:

- Marketing manager
- Marketing team leader
- Product manager
- Public relations manager
- Account manager
- Advertising account manager
- Advertising creative director

## CREDIT TRANSFER (CT)

Australian Careers Business College 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.

[www.acbc.nsw.edu.au](http://www.acbc.nsw.edu.au) / [info@acbc.nsw.edu.au](mailto:info@acbc.nsw.edu.au)

➤ **1300 COLLEGE**



### 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 services.

### LANGUAGE LITERACY AND NUMERACY SKILLS (LLN)

Students enrolling in this qualification will undertake a LLN test to determine the student's ability to engage in the course.

### MODE OF DELIVERY

The qualification is delivered face-to-face in a classroom based learning environment. This mode of delivery will combine theory-based material and tutorials. The theory sessions are designed to explain the skills, knowledge, performance requirements and tasks that comprise the Diploma of Marketing and Communication.

### ASSESSMENT

Assessment methods for this qualification are a combination of written assignments, case studies, knowledge questioning and projects.

### QUALITY OF TRAINING

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

### UNIVERSITY OPTIONS

Students wishing to pursue University after completing studies at ACBC can undertake commerce and business qualifications in conjunction with various Universities and Educational Institutions. Depending on the student's results and the University selected, graduates are eligible for Advanced Standings/Exemptions.

### 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. A list of prescribed learning material will be given to students at orientation. Students have access to college computer labs and the Internet.

### FACILITIES

The qualification is held in a designated classroom for lectures, tutorials and group work. For any work requiring computers, students will be able to use college laptops within each class. Each student will have access to a laptop.

### WORK PLACEMENT PROGRAM

Students enrolled in this qualification are offered an optional one day a week work-placement opportunity in terms 3 and 4, which is organised by our Work Placement Team.

### QUALIFICATION UNITS OF COMPETENCY

To achieve the BSB52415 Diploma of Marketing and Communication, 12 units must be completed.

<b>(3) CORE UNITS</b>	➤ <b>BSBMKG507</b>	Interpret market trends and developments
	➤ <b>BSBMKG523</b>	Design and develop an integrated marketing communication plan
	➤ <b>BSBPMG522</b>	Undertake project work
<b>(9) ELECTIVE UNITS</b>	➤ <b>BSBADV509</b>	Create mass print media advertisements
	➤ <b>BSBMKG502</b>	Establish and adjust the marketing mix
	➤ <b>BSBMKG506</b>	Plan market research
	➤ <b>BSBMKG508</b>	Plan direct marketing activities
	➤ <b>BSBMKG509</b>	Implement and monitor direct marketing activities
	➤ <b>BSBMKG510</b>	Plan e-marketing communications
	➤ <b>BSBMKG514</b>	Implement and monitor marketing activities
	➤ <b>BSBMKG521</b>	Plan and implement sponsorship and event marketing
	➤ <b>BSBPUB504</b>	Develop and implement crisis management plans



**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.

