BSB61315 Advanced Diploma of Marketing and Communication

Course Description
This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

Qualification
Students successfully completing the course will receive the Nationally Recognised qualification; BSB61315 Advanced Diploma of Marketing and Communication.

Course Duration
This course is offered full time over 2 years including holidays on a full time basis.

Contact Hours
20 hours per week for 80 weeks

Additionally, students are expected at least 10 hours of individual study per week not limited to research, learning activities and assessment activities utilising the facilities and resources available at AITT.

Tuition Fee
AUD$ 18,000

Fees and Charges are subject to change with prior notice. Material Fee will be charged extra.

Training Location
• Level 3, 475-485 Flinders Lane, Melbourne, VIC 3000 (Classes as per scheduled timetable)
• Level 2, 335 Flinders Lane, Melbourne, VIC 3000 (Classes as per scheduled timetable)
Entry Requirements
Entry to this qualification is limited to those individuals who:
- have completed all core units in BSB52415 Diploma of Marketing and Communication, which are:
  - BSBMKG507 Interpret market trends and developments
  - BSBMKG523 Design and develop an integrated marketing communication plan
  - BSBPMG522 Undertake project work

Age Requirements
AITT has a requirement that all students must be over 18 years of age at the commencement of course.

Academic Requirements
To gain entry to this course, applicants should have successfully completed home country equivalent to an Australian Year 12 qualification.


English Language requirements.
All International Students applying for courses at AITT must have a minimum English Language proficiency level of one of the below:

You should qualify in ANY ONE (1) of the following:
- IELTS overall band of 5.5 or equivalent;
- TOEFL iBT test score band of 46 equivalent or above;
- PTE Academic band score 42 equivalent or above;
- Cambridge English Advanced (CAE) test score band of 47 equivalent or above;
- OET score band Pass equivalent or above;
- Successful completion of Senior Secondary certificate of education in Australia conducted in medium of English;
- Completion of a full time studies in Australia towards a Certificate III level course or above;
- English as the first language;
- Satisfactory completion of the EAL course OR
- Any other form of test which satisfies the Institution.

Teaching Methods
Teaching is conducted in the classroom. The delivery will include face to face teaching, lectures, discussions, research, learning activities, group work, and supervised practical sessions.

Assessments
Assessments comprise of questions, projects, case studies, practical demonstrations and observation reports.

BSB61315 Advanced Diploma of Marketing and Communication
Business & Management

Course Structure
Units of Competency
(12 Units including 3 core & 9 elective units)

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<td>Core Units</td>
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<td></td>
<td>Develop an advertising campaign</td>
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<td>Develop and implement strategic plans</td>
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<td>Develop a marketing plan</td>
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<td>Elective Units</td>
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<td>Manage the marketing process</td>
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<td>Manage market research</td>
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<td>Develop organisational marketing objectives</td>
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<td>Provide leadership across the organisation</td>
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<td>Manage innovation and continuous improvement</td>
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<td>Manage risk</td>
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<td>Lead and manage organisational change</td>
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<td>Develop workplace policy and procedures for sustainability</td>
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<td>Develop and implement a business plan</td>
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Units from BSB52415 Diploma of Marketing and Communication
(This applies only to those individuals who have NOT completed BSB52415 Diploma of Marketing and Communication).

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