BSB52415 Diploma of Marketing and Communication

Qualification
Students successfully completing the course will receive the Nationally Recognised qualification; BSB52415 Diploma of Marketing and Communication.

Course Duration
This course is offered full time over 1.5 year or 78 weeks including holidays on a full time basis.

Scheduled Contact Hours
20 hours per week for 60 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$ 13,000

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

Please refer to Student Handbook on the AITT Website (www.aitt.vic.edu.au) for itemised list of other costs (as applicable), and estimated living cost in Australia.

Training Location
• Level 1, 600 Collins Street, Melbourne, VIC 3000
  (Classes as per scheduled timetable)

Please note about Role of Agents in Recruiting Students: Prospective students may contact Australian Institute of Technical Training (AITT) directly, or the contact may be through an Agent. In all cases the student is provided with all relevant information by AITT, and the complete enrolment process is conducted by AITT. Where an Agent is involved, the Agent’s sole role is to introduce the student to AITT. The Agent has no role or responsibility in determining the student’s eligibility for the relevant qualification or in advising the student on the most suitable course for the student to undertake. If you have any question regarding this, please email at: admissions@aitt.vic.edu.au immediately.
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Course Structure

Course Code 094003G

Units of Competency

Student must complete 12 Units including 3 core & 9 elective units listed below:

<table>
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<tr>
<th>Code</th>
<th>Title</th>
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<tr>
<td>BSBMKG507</td>
<td>Interpret market trends and developments</td>
</tr>
<tr>
<td>BSBMKG523</td>
<td>Design and develop an integrated marketing plan</td>
</tr>
<tr>
<td>BSBPMG522</td>
<td>Undertake project work</td>
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Elective Units

- BSBMKG501 Identify and evaluate marketing opportunities
- BSBMKG502 Establish and adjust the marketing mix
- BSBMKG506 Plan market research
- BSBMKG514 Implement and monitor marketing activities
- BSBADV507 Develop a media plan
- BSBFIM501 Manage budgets and financial plans
- BSBMKG513 Promote products and services to international markets
- BSBMKG515 Conduct a marketing audit
- BSBLDR502 Lead and manage effective workplace relationships

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 Certificate III level course or above in Australia;
- English as the first language;
- Satisfactory completion of the EAL course or ELICOS course at the appropriate level; OR
- Any other form of assessment or test that satisfies the Institution.

Assessments

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

Teaching Method

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.