BSB51207 - Diploma of Marketing

Qualification
Students successfully completing the course will receive the Nationally Recognised; BSB51207 Diploma of Marketing.

Course Duration
This course is offered over One Year or 52 Weeks including holidays on a full time basis.

Contact Hours
20 hours per week for 36 weeks.

Career Opportunities
Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:
• Marketing Assistants
• Sales Representatives
• Marketing Manager
• Public Relations Manager
• Product Manager
• Marketing Director

Course Fee
For Government funded places, please contact Student Admin.

Fees and Charges are subject to change without prior notice. Material Fee will be charged extra.

Course Description
This course is designed for those seeking a career in marketing through developing the skills and knowledge in managing a team involved in conducting marketing campaigns. This course offers a practical understanding of marketing theory, marketing communications, developing marketing solutions and reviewing marketing performance. You will develop a basic understanding of areas such as business law, e-business and marketing management.

Course Aim
The course aims to prepare students for later employment opportunities in sales and marketing and for further studies in the advanced diploma level of the course. This qualification provides students with well-developed marketing skills and a broad knowledge base in a wide variety of marketing context. Students will gain knowledge and skills in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organization or business area.
BSB51207 - Diploma of Marketing
Business & Management

Admission Requirements and Prerequisite
Applicants must be at least 18 years or over.

Academic Requirements
To gain entry to this course, participants should have successfully completed year 12 or secondary studies in applicants home country equivalent to an Australian Year 11* or 12 qualification. (*Subject to the Country Assessment Level)

Mature age students will also be considered without minimum education requirement but with relevant work experience within chosen area of study and a demonstrated capacity to meet course requirements. Candidates are advised to submit relevant work experience evidenced by work reference letter on company letterhead; work samples; and curriculum vitae.

Teaching Methods
This program is delivered in a classroom based environment and also the simulated work place environment if applicable. The delivery may include face to face teaching, lectures, discussions, workshop activities, field trips, research; Computer based tasks, home based learning activities group works, supervised practical sessions.

Assessment
Assessments may comprise of written assignments and project works. Assessments may also include observations, portfolio of evidence, third party reports and work place projects.

Course Structure

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<thead>
<tr>
<th>Core Units</th>
<th>Unit Name</th>
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<tbody>
<tr>
<td>BSBMKG501B</td>
<td>Identify and evaluate marketing opportunities</td>
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<tr>
<td>BSBMKG502B</td>
<td>Establish and adjust the marketing mix</td>
</tr>
<tr>
<td>BSBMKG506B</td>
<td>Plan market research</td>
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<tr>
<td>BSBMKG507A</td>
<td>Interpret market trends and developments</td>
</tr>
<tr>
<td>BSBMKG514A</td>
<td>Implement and monitor marketing activities</td>
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Elective Units
- BSBADV507B Develop a media plan
- BSBFIA501A Report on finances related to international business
- BSBMKG513A Promote products and services to international markets

Discover Your Pathway
- Students completing AITT Diploma courses may be eligible for credits into relevant Degree programs in the Australian Universities. For further clarifications, please contact AITT.

- Candidates may undertake a range of Diploma level qualifications within the BSB07 Business Services Training Package

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