



## BSB60515 Advanced Diploma of Marketing

**Course currency status:** Current on [www.training.gov.au](http://www.training.gov.au)

### **Course description:**

This qualification reflects the role of individuals working as marketing directors, marketing strategists and national, regional or global marketing managers. Individuals in these positions provide leadership and strategic direction in the marketing 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 field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

### **Duration:**

This will be achieved by scheduling classes for 15 Hours per week over 37 weeks (face to face). This will be delivered by the following schedule:

- 2 days at 6 hours, 1 day at 3 hours

The other days of the week may be used for private study time and extra tuition, if required.

Self-study of 5 hours per week is expected from the student.

i.e: 5 hours \* 37 weeks = 185 hours.

The total volume of learning will be 560 hours + 185 hours = 740 hours.

An example is indicated below:

- Term 1: Weeks 1 - 10  
- Break for 2 weeks: Weeks 11 - 12
- Term 2: Weeks 13 – 22  
- Break for 4 weeks: Weeks 23 - 26
- Term 3: Weeks 27 – 36  
- Break for 2 weeks: Weeks 37 - 38
- Term 4: Weeks 39 – 45  
- Break for 7 weeks: Weeks 46 - 52



## Entry Requirements

- All students must be of the age of 18 years or over at the time of applying for admission.
  - Entry into this course requires successful completion of an Australian Year 12 qualification or equivalent. However, selection is not based purely on academic performance. Relevant work experience, work samples and other documentation submitted will be considered too.
  - In addition to meeting the academic requirements, applicants must demonstrate their competence in literacy and numeracy levels when enrolling into the course.
- or

Mature age students will also be considered without the minimum education requirements but with relevant work experience within chosen area of study and a demonstrated capacity to meet course requirements. A minimum of 5 years' experience would normally be expected but each case will be reviewed individually with relevant work experience evidenced by work reference letter on company letterhead, work samples and curriculum vitae submitted will be considered.

## Training Pathway

After achieving this qualification candidates may undertake qualifications at higher level or above in Marketing training package.

## Employment Pathway

Advance Diploma graduates, with industry experience typically work as:

- administrators
- area managers
- regional managers
- office supervisors/managers
- personal administrators
- business operators.



## Course Structure

Unit Code	Unit of Competency	Core / Elective
BSBMGT605	Provide leadership across the organisation	Elective
BSBMGT616	Develop and implement strategic plans	Elective
BSBMGT617	Develop and implement a business plan	Elective
BSBMKG603	Manage the marketing process	Core
BSBMKG607	Manage market research	Core
BSBMKG608	Develop organisational marketing objectives	Core
BSBMKG609	Develop a marketing plan	Core
BSBRSK501	Manage risk	Elective

### Fee information

Application fee: \$250 (payable on submission of Application form one off charge only)  
 Course fee: \$8250  
 Materials fee: \$500 (payable during orientation)

### Total Course Fee: \$ 9000 only

#### Total Course fee payment schedule

\$9000 paid in four installments of \$ 2250. The first installment must be paid prior to commencement of the course. The consecutive installments must be paid within two weeks of commencement of the study period. 1 study period at BIOT = 1 term