

# Advanced Diploma of Marketing & Communication

**COURSE CODE:** BSB61315

**CRICOS COURSE CODE:** 097076M



## COURSE DESCRIPTION

This course will provide you with the skills and knowledge to provide leadership and strategic direction in the marketing activities of an organisation. This will include being able to analyse, design, and execute judgments using wide-ranging technical, creative, conceptual, and managerial competencies. You may decide to become highly specialised or keep your skill-set broad within the marketing field. Upon graduation you may find yourself accountable for group outcomes and for the overall performance of the marketing function of an organisation.

## COURSE MODULES

### FIND YOUR PURPOSE

BSBSUS501 Develop workplace policy and procedures for sustainability

### CREATE A PLAN

BSBMGT617 Develop and implement a business plan

### BUILD A TEAM

BSBHRM602 Manage human resources strategic planning

### MONEY MATTERS

BSBFIM601 Manage finances

### INNOVATION REVOLUTION

BSBMGT608 Manage innovation and continuous improvement

### CHANGING DIRECTIONS

BSBINN601 Lead and manage organisational change

### ROADMAP TO SUCCESS

BSBMGT616 Develop and implement strategic plans

### CAPTAIN COURAGEOUS

BSBMGT605 Provide leadership across the organisation

### INTERNATIONAL EXPANSION

BSBMKG605 Evaluate international marketing opportunities

### DESIGN THE JOURNEY

BSBMKG609 Develop a marketing plan

### BUILD A CAMPAIGN

BSBADV602 Develop an advertising campaign

### SHOUT OUT LOUD

BSBADV604 Execute an advertising campaign

## THE FACTS

**DURATION:** 78 weeks (including term breaks)

**STUDY PERIODS:** 6 terms (10 weeks per term)

**TOTAL HOURS OF STUDY:** 1800 hours

**CAMPUS:** Sydney & Canberra

## EMPLOYMENT OPPORTUNITIES

- Marketing Director
- Marketing Strategist
- National, regional, or global Marketing Manager

## ENTRY REQUIREMENTS

- Successful completion of all core units in BSB52415 Diploma of Marketing and Communication
- Must be at least 18 years of age at course commencement
- International learners must demonstrate they hold an IELTS 5.5 with no skills band less than 5 or equivalent