

# Diploma of Marketing & Communication

**COURSE CODE:** BSB52415

**CRICOS COURSE CODE:** 097073C



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## COURSE DESCRIPTION

Our Diploma of Marketing & Communication gives you the skills and the know-how to engage and influence valuable customers, develop brand loyalty, and execute strategic marketing campaigns. This program has been specifically designed to provide graduates with a broad base of generalist marketing knowledge and skills suitable both for entry-level employment in marketing roles and/or as a platform for further specialised study.

## COURSE MODULES

### FIND YOUR SPARK

BSBLDR501 Develop and use emotional intelligence

### DISRUPT THE MARKET

BSBMKG507 Interpret market trends and developments

### DEVELOP YOUR IDEA

BSBMKG502 Establish and adjust the marketing mix

### TAKE IT TO MARKET

BSBMKG523 Design and develop an integrated marketing communication plan

### FINANCIAL VIABILITY

BSBFIM501 Manage budgets and financial plans

### WORKPLACE RELATIONSHIPS

BSBLDR502 Lead and manage effective workplace relationships

### UX

BSBMKG524 Design effective user experiences

### SOCIAL MEDIA

BSBMKG527 Plan social media engagement

### DEVELOP A DIGITAL STRATEGY

BSBMKG530 Create distributed multiplatform digital advertisements

BSBCRT501 Originate and develop concepts

BSBMKG514 Implement and monitor marketing activities

### MAKE IT HAPPEN

BSBPMG522 Undertake project work

## THE FACTS

**DURATION:** 52 weeks (including term breaks)

**STUDY PERIODS:** 4 terms (10 weeks per term)

**TOTAL HOURS OF STUDY:** 1200 hours

**CAMPUS:** Sydney & Canberra

## EMPLOYMENT OPPORTUNITIES

- Frontline Manager
- Middle Manager
- Supervisor
- Business Operator

## ENTRY REQUIREMENTS

- Successful completion of BSB42015 Certificate IV in Leadership & Management (or related discipline)
- 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