

DIPLOMA OF MARKETING AND COMMUNICATIONS

NATIONAL CODE: BSB52415

This qualification applies to individuals with a sound theoretical knowledge base in marketing and communication and who demonstrate a range of management skills to ensure that functions are effectively conducted in an organisation or business area.

COURSE DELIVERY: ONLINE

This online program allows you to complete your Diploma in Marketing and Communications within 1 year. Studying online, anywhere, anytime means you can control your own learning at a pace you are comfortable with.

A dedicated online teacher manages the learning environment, communicates with students, supports student learning and provides feedback on work submitted.

ENTRY REQUIREMENTS

Completion of all 5 core units in BSB42415 Certificate IV in Marketing and Communications, listed below:

BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BRBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry

LEARNING PATHWAYS

Students who complete this course may continue with a pathway that leads to the Advanced Diploma course from the Business Services Training Package. Completion of the diploma or advanced diploma may lead to direct entry into the Australian Catholic University or Macquarie University, or you may enrol in the Bachelor of Business Studies at Charles Sturt University, delivered at TAFE NSW.

For further information about our degree programs go to tafensw.edu.au/course-areas.



ASSESSMENTS

A range of assessment methods are used in this course. These include case studies, reports and practical exercises which form a portfolio for you to showcase.

CAREER OPPORTUNITIES

On completion of this qualification, you will be able to work across a broad range of job roles in different industry sectors.

Apply for positions as:

- + Account Manager (Advertising)
- + Marketing and Communications Manager

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RTO Provider Number 90011 | CRICOS Provider Code: 00591E | 170050

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COURSE STRUCTURE

This course requires completion of 12 units of competency. The units delivered in this course are:

BSBADV507	Develop a media plan
BSBFIM501	Manage budgets and financial plans
BSBLDR502	Lead and manage effective workplace relationships
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research
BSBMKG507	Interpret market trends and developments
BSBMKG514	Implement and monitor marketing activities
BSBMKG515	Conduct a marketing audit
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
BSBPUB504	Develop and implement crisis management plans

THE BENEFITS OF OUR ONLINE CERTIFICATE

+ ONLINE

Fit study around your work and lifestyle.

+ RECOGNITION OF PRIOR LEARNING

Get your prior learning or experience credited towards a course of study.

+ GOVERNMENT SUBSIDISED

The government will pay part of your fee and you pay the balance if eligible.

FEES AND ASSISTANCE

When you enrol you will need to pay a student fee, unless you qualify for a full fee exemption. The student fee will vary depending on the course you choose, whether the course is government subsidised and what level of subsidy you are eligible for.

For more information, visit [tafensw.edu.au/get-started-at-tafe-nsw/payment-options-and-assistance](https://www.tafensw.edu.au/get-started-at-tafe-nsw/payment-options-and-assistance)

TERMS AND CONDITIONS


This document is intended as a general guide only. TAFE NSW reserves the right to alter any courses or admission requirements herein without any further notice.


For more information about fees, refunds, payment options etc., please refer to the section 'Get started at TAFE NSW' on the TAFE website:

[tafensw.edu.au/get-started-at-tafe-nsw](https://www.tafensw.edu.au/get-started-at-tafe-nsw).

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ENROL NOW**



 [tafensw.edu.au](https://www.tafensw.edu.au)

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