Business Online

Diploma of Marketing

This course is suitable for working in marketing, sales, public relations, communications and brand/product management. This course will allow you to apply skills in marketing strategies, marketing trends, budgets and advertising. This qualification looks at the pure marketing functions undertaken in an organisation allowing you to apply your knowledge to any industry.

TAFE NSW Course No: 17856  National Code: BSB51207  Nationally Recognised Training
This course is delivered online.

Course delivery
This online program allows you to complete your Diploma of Marketing within 12 months. Studying online, anywhere, anytime means you can control you own learning at a pace you are comfortable with. We advise students work about eight hours per week (guideline only) in order to complete the qualification. A dedicated online facilitator (teacher) manages the learning environment, communicates with students, supports student learning and provides feedback on work submitted.

Course structure
This course requires completion of eight units of competency. The units delivered in this course are:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>BSBMKG501B</td>
<td>Identify &amp; Evaluate Marketing Opportunities</td>
</tr>
<tr>
<td>BSBMKG502B</td>
<td>Establish &amp; Adjust the Marketing Mix</td>
</tr>
<tr>
<td>BSBMKG507A</td>
<td>Interpret market trends and developments</td>
</tr>
<tr>
<td>BSBMKG514A</td>
<td>Implement and monitor marketing activities</td>
</tr>
<tr>
<td>BSBADV511A</td>
<td>Evaluate &amp; recommend advertising media options</td>
</tr>
<tr>
<td>BSBFIM501A</td>
<td>Manage Budgets &amp; Financial Plan</td>
</tr>
<tr>
<td>BSBMKG515A</td>
<td>Conduct a Marketing audit</td>
</tr>
<tr>
<td>BSBADV507B</td>
<td>Develop a media plan</td>
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</table>

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.
Entry Requirements – preferred pathway

While there are no formal educational requirements for entry into this the preferred pathway is the completion of the 17855 Certificate IV in Marketing (BSB41307) or equivalent industry experience is the recommended pathway. To help us assess your suitability for this course you may be asked to provide evidence of your previous qualifications and experience. Refer to the Entry Requirements for more details.

Career pathways

Students who complete this course may continue with a pathway that leads to the Advanced Diploma of Marketing. Completion of the Advanced Diploma may lead to direct entry and/or credit towards study at Macquarie University or you may enrol in the Bachelor of Business Studies at Charles Sturt University, delivered at the Northern Sydney Institute’s Crows Nest Campus, in twelve months full-time or equivalent part time study. For further information about our degree programs go to www.nsi.edu.au/degreeprograms.

VET FEE-HELP

VET FEE-HELP is available for this course and is offered to eligible students as a payment option on registration. Installment payment options are also available.

Recognition of Prior Learning

TAFE NSW recognises the skills and knowledge you have gained in other courses, life experience or at work. You may be able to have your prior learning recognised and credited towards a course of study. Your online program will provide you with information on assessing your own skills against the qualification. For further general information call 131 674 or go to www.nsi.edu.au/recognition.

How to register

For registration, enrolment details and course enquiries email nsi.onlinecourses@tafensw.edu.au or call 02 9448 4518.

Terms and Conditions

Withdrawals must be submitted on Withdrawal/Refund application form for VET FEE-HELP students

- A 10% administration fee may apply to withdrawals after an advertised administration date and before an advertised census date for each Unit of Study.
- Students withdrawing from a Unit of Study after an advertised Census date, will be liable for the TAFE NSW full tuition fee or VET FEE-HELP debt for that Unit of Study.

TAFE NSW courses commence only if there are sufficient resources and demand. Every effort was made to ensure this information was accurate as at 23 May 2013. Changes may have taken place since that time. Contact the Northern Sydney Institute, part of TAFE NSW to confirm course details and availability.
Entry Requirement Information

**Diploma of Marketing**

TAFE NSW Course No: 17856 | National Code: BSB51207

There are no entry requirements for this qualification. However, it is strongly recommended that students follow the preferred pathway to ensure the greatest chance of success for this qualification. Preferred pathways into this qualification are:

<table>
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<tr>
<th>Preferred Pathway</th>
<th>Recommended Evidence</th>
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</thead>
</table>
| 1                  | Certificate IV in Marketing (BSB41307) or other relevant qualifications(s)  
Copy of Certificate or Transcript (from TAFE or other registered training organisation) or supply your TAFE student number. |
| OR                 | Provide evidence of competency in the majority of units required for the BSB41307 or other relevant qualification.  
Copy of your Certificate or Transcript (from TAFE or other registered training organisation) or supply your TAFE student number. AND Provide information about how you have used the skills and knowledge gained to date – this could be in the form of resume, position descriptions and/or statements from employers. |
| 2                  | No formal marketing qualifications but with:  
– some vocational marketing experience but new to the role of marketing team leader/supervision or management.  
– vocational marketing experience in marketing team supervision or management. Seeking to consolidate skills and knowledge in managing the marketing function within an organisation.  
Provide resume, position descriptions and/or statements from employers. Examples of indicative job roles for candidates seeking entry based upon their vocational experience include direct marketing officer, market research assistant, marketing coordinator, marketing team leader, marketing officer, public relations officer. |

For further information:

Phone: 131 674 | Email: nsi.onlinecourses@tafensw.edu.au

The Northern Sydney Institute, part of TAFE NSW  
Crows Nest Campus  
149 West Street Crows Nest NSW 2065