



DIPLOMA OF MARKETING AND COMMUNICATION BSB52415



INTAKE DATES¹

	2018	2019
TERM 1	05 February	04 February
TERM 2	30 April	29 April
TERM 3	23 July	22 July
TERM 4	15 October	14 October



CAMPUS AVAILABILITY¹

- ☾ Weekday - Bondi Junction
- ☾ Weekday - Manly Beach
- ☀ Weekday - Sydney CBD
- ☀ Weekday - Brisbane CBD
- ☀ Weekday - Melbourne CBD



COURSE LENGTH

Duration: 4 terms² approximately 12 months



COURSE FEE³

\$7,800 (\$1,950 per term)

Application fee:

Student visa - \$250

Other visas - \$200

Workbook fee:

Free to download

OR \$10 per subject for hard copy



ENTRY REQUIREMENTS

ACADEMIC - Successful completion of Certificate IV in Marketing and Communication BSB42415.

ENGLISH LANGUAGE PROFICIENCY⁴ - Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at APC or at other approved providers or equivalent.



PATHWAYS⁵

Students who successfully complete the Diploma of Marketing and Communication may enter an Advanced Diploma of Marketing or Leadership Management course at Australian Pacific College, or may be eligible for advanced standing in courses at universities or other higher education providers through our articulation pathways program.



COURSE OVERVIEW & STRUCTURE

The Diploma of Marketing and Communication reflects the role of individuals who possess a sound theoretical knowledge base in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

Possible job titles relevant to this qualification include:

- Marketing Manager
- Marketing Team Leader
- Product Manager
- Public Relations Manager

The course will also assist students to develop higher level skills in the following areas:

- Communication
- Teamwork
- Problem solving
- Initiative and enterprise
- Planning and organising
- Self management
- Learning
- Technology

ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

11 SUBJECTS

Marketing Communication Plans	Marketing Projects
Market Trends	Marketing Opportunities 1
Market Research 1	Crisis Management
Marketing Activities 2	Media Plan
Marketing Mix	Marketing in a Digital World
Marketing Audit	

MODE OF DELIVERY

International students: Face-to-face (up to 33% may be delivered online or by distance)

Local students: Face-to-face, online, distance, workplace or blended delivery modes are available.

¹Course and campus availability subject to demand.

²One term = 12 weeks (9 weeks study & 3 weeks course break). Please note the Christmas/New Year break is 7 weeks.

³Promotional fees may be applicable from time to time. Please contact us for further details.

⁴For a free assessment of your current English level, please go to www.apc.edu.au/applications/#entry-tests

⁵For more information about our University and other articulations, please visit www.apc.edu.au/courses/vocational-further-study-pathways/