



**BSB60520**

## Advanced Diploma of Marketing and Communication

This course reflects the role of individuals who provide leadership and strategic direction in the marketing activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.



**Communicate** effectively  
to **target audience**



**Harness**  
**creativity**



**Gain advanced**  
**problem-solving skills**



**drive and measure**  
**marketing success**



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# Advanced Diploma of Marketing and Communication

## PROSPECTIVE CAREER OUTCOMES

Marketing Director  
Marketing Strategist  
Marketing Manager

## GAIN SKILLS IN

- Developing organisational marketing strategy
- Managing organisational marketing processes
- Stakeholder negotiation
- Developing marketing plans
- Developing and maintaining strategic business networks

## SUBJECTS

1. Marketing Strategy
2. Marketing Plan
3. Marketing Processes
4. Marketing Networks
5. Marketing Research 2
6. International Marketing Programs
7. Advertising Campaigns 1
8. Advertising Campaigns 2
9. Innovation 2
10. Problem Solving
11. Marketing Budgets
12. Organisational Digital Strategies

## ACADEMIC ENTRY REQUIREMENTS

Successful completion of 10904NAT Diploma of Social Media Marketing, BSB52415 Diploma of Marketing and Communication or BSB50620 Diploma of Marketing and Communication or equivalent or have four years equivalent full-time relevant verifiable work experience.

## ENGLISH LANGUAGE PROFICIENCY

General English - Upper Intermediate Level;  
or English Proficiency Skills test result  
as per APC requirements.

## ASSESSMENTS

All APC vocational courses are assessed through a combination of assessment types that may include short answer questions, studio projects, essays, reports, group tasks, case studies, role plays, portfolios and/or presentations.

## PATHWAYS

Students who successfully complete the Advanced Diploma of Marketing and Communication may be eligible for advanced standing in courses at universities or other higher education providers through our articulation pathways program.



## INTAKE DATES

4 intakes per year.  
See our website for latest intake dates.

## DURATION

Full-time: 4 terms (approx. 1 year).  
Part-time\*: 8 terms (approx. 2 years).  
\*Part-time option only available for domestic students.

## DELIVERY

### International Students:

On Campus, Online (up to 1/3 of the units of the course) and blended options available

### Domestic Students:

On Campus, Online and blended options available

## LOCATION

Sydney CBD  
Melbourne  
Brisbane  
Gold Coast  
Manly Beach  
Adelaide  
Online

## COURSE FEES

**\$7,200**

Application fee: \$150 for international students only

## HOW TO PAY

Direct deposit or credit card before the course start date.  
VET Student Loans available for eligible domestic students.

### NOTE:

- Information correct at time of publication. Visit website for most up-to-date information.
- Course and campus availability subject to demand.
- One term is equal to 9 weeks of study.
- For a free assessment of your current English level, please go to [apc.edu.au/apply/pre-arrival-test](https://apc.edu.au/apply/pre-arrival-test)
- For more info about our University pathways, visit [apc.edu.au/study/university-pathways](https://apc.edu.au/study/university-pathways)

### DEFINITIONS:

**International students:** A temporary resident of Australia and/or a resident or citizen of any other country.

**Domestic students:** An Australian citizen or Australian permanent resident.



AUSTRALIAN  
PACIFIC COLLEGE

**APC.EDU.AU**  
**1300 830 272**