



BSB50620

Diploma of Marketing and Communication

Develop your theoretical skills and knowledge in digital and creative thinking so that you can drive measurable marketing success for an organisation or business area.

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.



Pathways to
further studies



Expert
Trainers



Gain **in-demand**
skills



Enhance **marketing**
effectiveness



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PROSPECTIVE CAREER OUTCOMES

Marketing Manager
Marketing Team Leader
Product Manager
Public Relations Manager

GAIN SKILLS IN

- Identifying and evaluating marketing opportunities
- Establishing and monitoring the marketing mix
- Designing and developing marketing communication plans
- Writing persuasive copy
- Undertaking project work

SUBJECTS

1. Marketing Communication Plans
2. Marketing Projects
3. Marketing Opportunities 1
4. Marketing Mix
5. Persuasive Copywriting
6. Market Research 1
7. Marketing in a Digital World
8. Marketing Audit
9. Analyse Data
10. Concept Development
11. International Markets

ACADEMIC ENTRY REQUIREMENTS

Successful completion of BSB42415 Certificate IV in Marketing and Communication or BSB40820 Certificate IV in Marketing and Communication or equivalent or have two 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 Diploma of Marketing and Communication may continue onto the 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.

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

INTAKE DATES

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

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
- For more info about our University pathways, visit 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

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