



Australian Institute of Vocational  
and Technical Education

## BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

CRICOS CODE: 095383E

### COURSE OVERVIEW

This qualification applies to individuals with a sound theoretical knowledge base in marketing and communication and who demonstrate a range of managerial skills to ensure that functions are effectively conducted in an organisation or business area. Typically, they would have responsibility for the work of other staff and lead teams.

### JOB OPPORTUNITIES

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

### ENTRY REQUIREMENT

1. Student must be 18 years of age or over;
2. Students are required to provide evidence to demonstrate English Language competence by any of the following:
  - a. Completing the our Language Literacy and Numeracy test.
  - b. Providing evidence of English language skills test (IELTS or equivalent)
3. Satisfactorily complete a pre-training review interview to determine academic suitability for the chosen course.

International students applying for a student visa are advised to check with the Department of Immigration and Border Protection (DIBP) on separate English requirements that may apply to your student visa application.

### COURSE PRE-REQUISITE

Entry to this qualification is limited to those individuals who have completed all core units in BSB42415 Certificate IV in Marketing and Communication.

### INTAKES

Please contact AIVTE for course intake information.

### COURSE DURATION

Full-time: 52 weeks

### DELIVERY MODES

A flexible blended environment applies to the majority of the target group being a combination of self-paced/tutorial/classroom workshops and work place practical sessions.

### LOCATIONS

#### Gold Coast

10 Scarborough Street  
Southport, Gold Coast  
Queensland 4215  
+61 1300 656 693

#### Sydney

Level 2, Queen Street  
Auburn, Sydney  
New South Wales 2144  
+61 1300 083 832



A subsidiary of





WORLD-CLASS TRAINING

# WORLD-CLASS LEADERS



## COURSE OUTLINE (UNITS OF COMPETENCY)

**TOTAL NUMBER OF UNITS = 12**

- 3 core units
- 9 elective units

CORE UNITS	
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
ELECTIVE UNITS	
BSBADV503	Coordinate advertising research
BSBADV507	Develop a media plan
BSBMKG510	Plan e-marketing communications
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research
BSBMKG514	Implement and monitor marketing activities
BSBMKG515	Conduct a marketing audit
BSBLDR502	Lead and manage effective workplace relationships

### HOW TO ENROL

Applying to Australian Institute of Vocational and Technical Education (AIVTE) is easy. You can submit your enrolment application any time at [aivte.edu.au/enrol](http://aivte.edu.au/enrol) or you can call the Gold Coast Campus on **+61 1300 656 693** or the Sydney Campus on **+61 1300 083 832**.

If your application is successful, we will send you a Letter of Offer including all the enrolment conditions. When you accept it and return a signed copy, we will secure your place in your chosen course.

**Enrol now**