

THINK OF

TOMORROW

# MARKETING AND COMMUNICATION



**WE MAKE IT POSSIBLE**

# MARKETING AND COMMUNICATION

In today's business, marketing plays a vital role in understanding consumers and markets to enable companies to make more profitable and more effective decisions. In every sector of the economy, public, private or not for profit, marketing is critical to the success of every business.

Managing the marketing process requires certain knowledge of both the marketplace and the implications of the marketing mix.

Our nationally recognised courses provide you with this knowledge.

The courses will enable you to achieve your ambitions easily and provide access to positions in the various sectors of the industry such as Advertising, Direct Marketing, Promotion Marketing and Marketing Research.

## COURSE INFORMATION

Our Marketing courses have been developed according to the requirements of the Business Services Training Package (BSB) and have been approved for delivery by the Australian Skills Quality Authority (ASQA). They are nationally recognised qualifications within the Australian Qualifications Framework (AQF).

### STUDY PATH

Training is delivered in stages which correspond to AQF Levels IV to VI. The preferred pathway for a qualification is for students to complete the requirements of the previous level qualification before progressing to the next level – thereby achieving more than one qualification.

Applicants without the previous level qualification will be considered if they have relevant qualification and/or vocational experience.

We aim to equip our graduates with the necessary skills and knowledge to enable them to successfully satisfy the demands of the workplace.

### COURSE DELIVERY & ASSESSMENT METHODS

Delivery and assessment strategies are selected to reflect the nature of the elements and performance criteria of the competency together with the needs and learning style of the participants. Qualifications are delivered over 20 hours per week, 16 hours face-to-face and 4 hours online learning.

Assessment methodology may include but is not limited to: observation, project/report, case study, role play, exercises, activities; and written/oral tasks including multiple choice, questions and answer, essays, true/false and presentations.

## ACADEMIC YEAR / START DATES

Don't miss out on your intake dates. There are 36 teaching weeks per annum with the year being divided into 4 terms of 9 weeks each. The academic year begins in January and ends in November. Primary intakes are at the beginning of each term.

YEAR	TERM 1 INTAKES		TERM 2 INTAKES		TERM 3 INTAKES		TERM 4 INTAKES	
	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM
2023	16 JAN	20 FEB	10 APR	15 MAY	3 JUL	7 AUG	25 SEP	30 Oct
2024	15 JAN	19 FEB	8 APR	13 MAY	1 JUL	5 AUG	23 SEP	28 Oct
2025	13 JAN	17 FEB	7 APR	12 MAY	30 JUN	4 AUG	22 SEP	27 Oct
2026	12 JAN	16 FEB	7 APR	11 MAY	29 JUN	3 AUG	21 SEP	26 Oct

Choice of subjects may be limited in mid-term intakes

### ENTRY REQUIREMENTS

Year 11 or equivalent certificate of senior secondary education.

Recommended English Level: IELTS 6.0 (with no individual band less than 5.0) or equivalent. (If the level of English is insufficient, a suitable course can be organised).

### OTHER FEES

Administration Fee (Non-refundable):  
**> A\$ 300**

Confirmation of Enrolment Fee (Non-refundable):

- > **A\$ 20** for a course no longer than 12 months
- > **A\$ 40** for a course longer than 12 months

Qualification	Subject	Competency	Tuition Fee / Duration
<b>Certificate IV in Marketing and Communication</b> (BSB40820) CRICOS Course Code 106536J	Marketing Presentation	BSBCMM411 Make presentations BSBCRT412 Articulate, present and debate ideas	<b>A\$ 2,000 /term</b>  <b>2 Terms</b> 18 college weeks
	Digital Communication	BSBMKG437 Create and optimise digital media BSBMKG442 Conduct e-marketing communications	
	Social Media I	SIRXECM002 Prepare digital content SIRXMKT006 Develop a social media strategy	
	Marketing Activities	BSBMKG433 Undertake marketing activities BSBMKG439 Develop and apply knowledge of communications industry	
	Consumer Behaviour	BSBMKG435 Analyse consumer behaviour BSBWRT411 Write complex documents	
	Marketing Meetings	BSBTWK503 Manage meetings BSBTEC303 Create electronic presentations	

**Exit with Certificate IV**

**Vocational/  
Employment Outcome**

Entry level Marketing and Communication Officer, Customer Service Advisor, Office Administration Assistant, Sales Employee

**Diploma of Marketing and Communication\***  
(BSB50620)

CRICOS Course Code 106537H

Marketing Opportunities	BSBMKG541 Identify and evaluate marketing opportunities
Marketing Mix	BSBMKG542 Establish and monitor the marketing mix
Social Media II	SIRXMKT006 Develop a social media strategy SIRXMKT007 Develop a digital marketing plan
Marketing Communication Plan	BSBMKG552 Design and develop marketing communication plans
Marketing Project	BSBPMG430 Undertake project work
Customer Service	BSBOPS505 Manage organisational customer service
Marketing Content	BSBMKG555 Write persuasive copy
Market Research	BSBMKG543 Plan and interpret market research BSBMKG544 Plan and monitor direct marketing activities
Marketing Audit	BSBMKG545 Conduct marketing audits
Personal Development	BSBPEF501 Manage personal and professional development

**A\$ 2,000 /term**

**3 Terms**  
27 college weeks

**Exit with Diploma**

**Vocational/  
Employment Outcome**

Sales Manager, Product Manager, Public Relations Manager, Marketing Manager, Campaign Manager, Marketing Coordinator, Marketing Team Leader

**Advanced Diploma of Marketing and Communication\*\***  
(BSB60520)

CRICOS Course Code 106539F

Marketing Strategy	BSBMKG621 Develop organisational marketing strategy
Marketing Process	BSBMKG622 Manage organisational marketing processes
Digital Strategy	BSBTEC601 Review organisational digital strategy
Marketing Plan	BSBMKG623 Develop marketing plans
Innovation and Change	BSBSTR601 Manage innovation and continuous improvement
International Marketing Programs	BSBMKG625 Implement and manage international marketing programs BSBOPS601 Develop and implement business plans
Business Networks	BSBTWK601 Develop and maintain strategic business networks
Public Relations	BSBMKG628 Lead organisational public relations
Organisational Change	BSBLDR601 Lead and manage organisational change
Advertising Campaigns	BSBMKG626 Develop advertising campaigns BSBMKG627 Execute advertising campaigns

**A\$ 2,000 /term**

**3 Terms**  
27 college weeks

**Exit with Advanced Diploma**

**Vocational/  
Employment Outcome**

Client Services Executive, Marketing Director, Advertising Account Director, Client Services Director, Marketing Strategist, Advertising Account Planning Manager, Marketing Manager

**UNIVERSITY PATHWAYS**

FOR INFORMATION REGARDING UNIVERSITY PATHWAYS VISIT [www.academies.edu.au](http://www.academies.edu.au)

\* Direct entry into Diploma of Marketing and Communication (BSB50620) is possible if students have the following:

- Completion of the BSB42415 Certificate IV in Marketing and Communication, OR
- Completion of the following units or equivalent competencies: BSBCMM411 Make presentations, BSBCRT412 Articulate, present and debate ideas, BSBMKG433 Undertake marketing activities, BSBMKG435 Analyse consumer behaviour, BSBMKG439 Develop and apply knowledge of communications industry, BSBWRT411 Write complex documents, Equivalent competencies are predecessors to these units, which have been mapped as equivalent. OR
- Two years equivalent full-time relevant work experience.

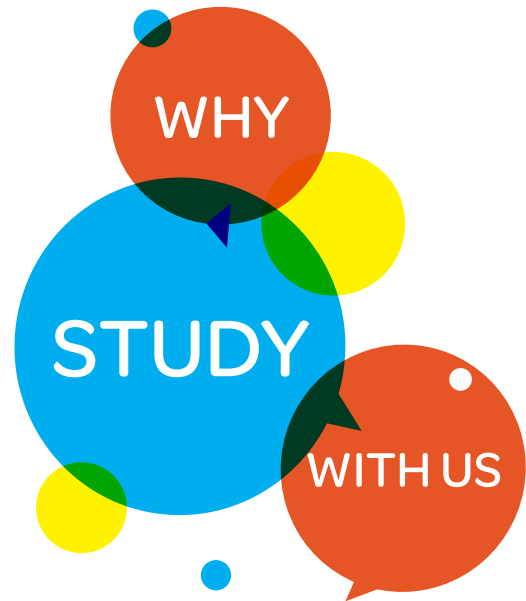
\*\* Direct entry into Advanced Diploma of Marketing and Communication (BSB60520) is possible if students have the following:

- Completion of the BSB52415 Diploma of Marketing and Communication, OR
- Completion of the following units or equivalent competencies: BSBMKG541 Identify and evaluate marketing opportunities, BSBMKG542 Establish and monitor the marketing mix, BSBMKG552 Design and develop marketing communication plans, BSBMKG555 Write persuasive copy, BSBPMG430 Undertake project work, Equivalent competencies are predecessors to these units, which have been mapped as equivalent. OR
- Four years equivalent full-time relevant work experience.

## AUSTRALIA SINGAPORE

Australian College of Technology is an Academies Australasia college. Academies Australasia Group Limited has been operating for more than 115 years and listed on the Australian Securities Exchange for more than 45 years.

Academies Australasia has colleges in Melbourne, Sydney, Brisbane, Perth, Adelaide, Dubbo, Gold Coast and Singapore, and offers a wide range of courses at different levels – Certificate, Diploma, Advanced Diploma and Bachelor Degrees.



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**academies.edu.au**

### LONG HISTORY

ESTABLISHED MORE THAN 115 YEARS AGO

### ACCREDITED QUALIFICATIONS

NATIONALLY RECOGNISED

### QUALITY TEACHING

PASSIONATE TEACHERS WHO ARE PROFESSIONALS IN THEIR FIELD

### EXCELLENT FACILITIES AND STUDENT SUPPORT

GREAT LEARNING ENVIRONMENT

### STUDENTS FROM AROUND THE WORLD

TENS OF THOUSANDS OF STUDENTS FROM MORE THAN 135 COUNTRIES HAVE STUDIED WITH US

### UNIVERSITY PATHWAYS

ARTICULATIONS WITH SEVERAL UNIVERSITIES  
CREDITS SAVE TIME AND MONEY