

## BSB60520

# ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

CRICOS COURSE CODE: 109702J

## ABOUT THE COURSE

- Qualification reflects the role of individuals who provide leadership and support the strategic direction in the marketing and communications activities of an organization.
- Students' knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organization.
- Qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

## COURSE DETAILS

Provider Name	Australian College of Technology & Business
RTO Code	32017
CRICOS Code	03164M
Delivery Location	100 Brunswick St, Fortitude Valley QLD 4006, Australia
Delivery Mode	Face to face (Classroom based)
Duration	104 weeks, including 88 study weeks and 16 weeks of holidays
Study Load	20 hours per week in the classroom
Estimated Self-Study Hour	5 hours per week (may be more or less depending on learner's pre-existing skills and knowledge)

## FEES STRUCTURE

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**AUD 14,000**  
TUITION FEES

**AUD 2,250**  
NON-TUITION FEES

**AUD 16,250**  
TOTAL FEES

## NATIONALLY RECOGNISED QUALIFICATIONS

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Upon successful completion of the program, you will be awarded the nationally recognised qualification, a BSB60520 Advanced Diploma of Marketing & Communication.

## ENTRY CONDITIONS

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- Completion of year 12 or equivalent.
- Aged 18 +, IELTS 6.0 or equivalent.
- Completion of the following units **BSBMKG541, BSBMKG542, BSBMKG552, BSBMKG555, BSBPMG430**

## RECOGNITION OF PRIOR LEARNING ("RPL")

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Have you worked for a number of years but do not own a nationally accredited qualification?  
Would you like to progress your career or re-enter the workforce?  
Would you like to change your career?

## AT ACTB WE WILL....

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- ✓ Acknowledge and recognise your previous skills, knowledge and work experience
- ✓ Consider all forms of practical, non-formal or formal learning
- ✓ Provide credit for units based on your competency
- ✓ Reduce the time and/or units required to complete a qualification

## CAREER OPPORTUNITIES AND POTENTIAL ROLES

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Accreditation in this qualification may enable any potential student to obtain employment in a range of roles within private corporations, government, and small to medium enterprises, including:

- Advertising account director
- Advertising account manager
- Client services director
- Client services manager
- Marketing director
- Marketing manager
- Marketing strategist
- Campaign manager
- Product designer



## COURSE STRUCTURE

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A total of 12 Units (4 Core and 8 electives) must be completed and deemed competent to achieve the qualification BSB60520 Advanced Diploma of Marketing and Communication. Participants who achieve competency in any unit/s will receive a Statement of Attainment (provided USI is verified) for that unit/s without completing all 12 units in the qualification. Students completing all the required units of competency will attain full qualification.

CODE	TITLE	CORE/ ELECTIVE
<b>BSBTWK601</b>	Develop and maintain strategic business networks	Core
<b>BSBMKG623</b>	Develop marketing plans	Core
<b>BSBMKG621</b>	Develop organisational strategy	Core
<b>BSBMKG622</b>	Manage organisational marketing process	Core
<b>BSBMKG626</b>	Develop advertising campaigns	Elective
<b>BSBFIN501</b>	Manage budgets and financial plans	Elective
<b>BSBLDR522</b>	Manage people performance	Elective
<b>BSBMKG624</b>	Market research	Elective
<b>BSBTWK501</b>	Lead diversity and inclusion	Elective
<b>BSBLDR601</b>	Lead and manage organisational change	Elective
<b>BSBCRT512</b>	Originate and develop concepts	Elective
<b>BSBOPS504</b>	Manage business risk	Elective

*\* Electives may be changed at any stage at the discretion of the College.*

## FURTHER STUDY OPTIONS AT ACTB

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- Advanced Diploma of Business
- Advanced Diploma of Leadership and Management
- Graduate Diploma of Management (Learning)

## YOU WILL LOVE STUDYING AT ACTB...

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- One-on-one student support
- Affordable fees
- Flexible study options
- Payment plans
- Trainers with over 25 years of experience

## GET IN TOUCH

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