Angad Australian Institute of Technology Pty Ltd

2014/15

ADVANCED DIPLOMA of Marketing

Course Guide
ADVANCED DIPLOMA of Marketing

Course Code: : BSB60507 CRICOS Code: 073736M

Course Duration:
This course will be delivered over 52 weeks.

Course Description:
This course is designed for people who want to work in the field of marketing. Students enrolled in this course will be involved in classroom training in a full time capacity to gain the qualification.

The qualification is designed for people who wish to work in a management role and can be utilized in a variety of business environments.

The Course is beneficial for any person who may be interested in:
- Sales Representative
- Sales Manager
- Marketing Manager
- Project Manager
- International Marketing Manager

Career Opportunities:
This qualification reflects the role of individuals who are engaged to manage the work of others or to add value to or review management practices. Their role may be in any industry or organizational setting. Typically people in these roles will have considerable experience in their respective industries or vocational areas and couple an informed perspective of the specific work requirements with their managerial approaches.

Preferred Pathways:
Preferred pathways for candidates considering this qualification include:
Diploma of Marketing or other relevant qualification/s OR
Substantial vocational experience in marketing or equivalent.

Practical Placement:
None

Course Fees:
- Tuition Fees: AUD 8000
- Material Fees: AUD 500
- Enrolment Fees: AUD 200 (Non – Refundable)

Entry Requirements and Pathways:

English Language Requirements:
An IELTS score of 5.5 or equivalent is required for entry into this program. However if a student has an IELTS score of 5.0, the student will be required to complete an English Language course to achieve the required standard prior to commencement of the course.

Academic Requirements
Applicants should have successfully completed year 12 and diploma of marketing or substantial vocational experience in marketing or equivalent.

Age Requirement:
Students must be of 18 years of age to apply.

Special Consideration:
If a student is not able to meet the minimum entry requirements but considers that they have the skills and experience to succeed in the course, they may apply to ANGAD Australian Institute of Technology for special consideration for entry.

Mode of Study:
This program is delivered in a classroom based environment and/or simulated work environment for specific units as required.

Assessment Process:
Participants will be advised of the assessment requirements at the beginning of each unit. Assessment will usually commence in the session following delivery. As this is a competency based program, assessment continues throughout the program until the participant either achieves competency in the assessment tasks or a further training need is identified and addressed.

The assessment process may include:
- Written Questions
- Observation
- Case studies
- Projects
- Assignments
- Presentations
- Role plays
- Written examinations
- Integrated assessment of some units may occur
**Course Structure**
BSB60507 – Advanced Diploma of Marketing

**Qualification Rules**
Qualification Rules
Participants need to complete Eight (8) units of competency in total following the guidelines as outlined in the Business Services Training Package Qualifications Rules which requires:
- Four (4) Core Units
- Four (4) Electives Units

**CORE UNITS**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
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</thead>
<tbody>
<tr>
<td>BSBMKG603</td>
<td>Manage marketing process</td>
</tr>
<tr>
<td>BSBMKG607</td>
<td>Manage market research</td>
</tr>
<tr>
<td>BSBMKG608</td>
<td>Develop organizational marketing objectives</td>
</tr>
<tr>
<td>BSBMKG609</td>
<td>Develop a marketing plan</td>
</tr>
</tbody>
</table>

**ELECTIVE UNITS**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
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<tbody>
<tr>
<td>BSBADV507</td>
<td>Develop a media plan</td>
</tr>
<tr>
<td>BSBDIV601</td>
<td>Develop and implement diversity policy</td>
</tr>
<tr>
<td>BSBMKG606</td>
<td>Manage International Marketing Programs</td>
</tr>
<tr>
<td>BSBMKG605</td>
<td>Evaluate International Marketing Opportunities</td>
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</tbody>
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**RPL and Credit Transfer:**

Students may be granted RPL (Recognition of Prior Learning) or Credit Transfer if they are able to demonstrate that they have achieved the levels of skills and knowledge equivalent to the unit they seek credit for through work experience, through life experiences or similar study at another institution. Students can apply for Credit Transfer or RPL at the time of enrolment.

Applicants applying for RPL/CT should submit the RPL/CT application along with their original supporting documents to student administration.

Where RPL is being applied, the student must submit all relevant evidence of work experience and where learning has occurred.

A Credit Transfer application must be accompanied by Nationally Recognized Certificates or detailed Statement of Attainment indicating the units successfully completed including unit codes and titles and dates of completion.

Credit Transfer may also include Credit Transfer based on formal learning that is outside AQF.

**TO ENROL Call ANGAD at +61 3 9670 9095**