DIPLOMA of Marketing

Angad Australian Institute of Technology Pty Ltd

Careers Created Here

CRICOS Code: 02970M
Provider Code: 22073

Course Guide
DIPLOMA of Marketing

Course Code: BSB51207 CRICOS Code: 073738J

Course Duration:
This course will be delivered over 26 weeks

Course Description:
This course is designed for international students who 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:
- Direct Marketing Officer
- Market Research Assistant
- Marketing Coordinator
- Marketing Officer
- Public Relations Officer

Career Opportunities:
Upon completion of this qualification, you gain employment as a supervisory role and can be utilized in a variety of business environments. 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.

Entry Requirements:

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.

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

Practical Placement:
None

Course Fees:
Tuition Fees: AUD 4000
Material Fees: AUD 250
Enrolment Fees: AUD 200 (Non-Refundable)

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
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.

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