PROGRAM DESCRIPTION

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

Depending on the subjects selected for the qualification, candidates may obtain a generic marketing qualification or specialise in direct marketing, public relations or international marketing.

JOB ROLES

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include: Campaign Manager, International Marketing Coordinator (Education), International Marketing Manager (Education), Marketing Coordinator, Marketing Manager, Marketing Team Leader, Product Manager, Public Relations Manager, Sales Manager

LEARNING TIME PERIOD AND FEE

Duration: 52 weeks including 9 weeks of holidays
Fee: AU $7990 (includes AU $395 enrolment fee, AU $245 program material fee)

PROGRAM ENTRY REQUIREMENTS

- Applicant must be 18 years or older, if applicable.
- Successful completion of Year 12 or equivalent, if applicable.
- IELTS overall band score of 5.5 or equivalent, if applicable.
**PATHWAYS INTO THE QUALIFICATION**

Preferred pathways for candidates considering this qualification include:

- BSB41315 Certificate IV in Marketing or other relevant qualification OR
- With vocational marketing experience but new to the role of marketing team leader, supervisor or manager and without formal marketing qualifications OR
- With vocational marketing experience in marketing team leader, supervision or management, seeking to consolidate skills and knowledge in managing the marketing function in an organisation but without formal marketing qualifications.

**PATHWAYS FROM THE QUALIFICATION**

After achieving the BSB51215 Diploma of Marketing, candidates may undertake:

BSB60515 Advanced Diploma of Marketing or other Advanced Diploma qualifications.

**RECOGNITION OF PRIOR LEARNING (RPL)**

RPL is the assessment process for recognizing competencies gained through previous learning, work and life experiences. Students who have completed any of the subjects or have practical experience that can be used for RPL, can contact American College prior to enrolment. In order to be granted RPL, candidates are required to provide evidence that they are already competent in the specific subject/subjects and these evidences should be valid, authentic, current and sufficient.

**PROGRAM CONTENTS**

Total Number of Subjects = 8 elective subjects

<table>
<thead>
<tr>
<th>SUBJECT CODE</th>
<th>SUBJECT NAME</th>
<th>C/E</th>
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<tbody>
<tr>
<td>BSBMKG501</td>
<td>Identify and Evaluate Marketing Opportunities</td>
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<td>BSBMKG502</td>
<td>Establish and Adjust the Marketing Mix</td>
<td>E</td>
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<tr>
<td>BSBMKG507</td>
<td>Interpret Market Trends and Developments</td>
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<tr>
<td>BSBMKG514</td>
<td>Implement and Monitor Marketing Activities</td>
<td>E</td>
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<td>BSBMKG506</td>
<td>Plan Market Research</td>
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<tr>
<td>BSBMKG513</td>
<td>Promote Products and Services to International Markets</td>
<td>E</td>
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<td>BSBMKG516</td>
<td>Profile International Markets</td>
<td>E</td>
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<tr>
<td>BSBMKG517</td>
<td>Analyse Consumer Behaviour for Specific International Markets</td>
<td>E</td>
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<tr>
<td>BSBCCMM401</td>
<td>Make a Presentation</td>
<td>E</td>
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**ASSESSMENT REQUIREMENTS**

This is a competency based program and assessment is undertaken. The assessments may be one-on-one environment, tailored to your job role, or through the completion of set tasks/projects for submission. It is also based on completions of assignments, practical tests and/or examinations for each subject. We work with you to assist you to demonstrate your competency.

**ENROLMENT**

To enrol in this qualification, please contact us.

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