



BSB52415 Diploma of Marketing and Communication

Location: Melbourne

Duration: 52 Weeks

Hours: 20 hours per week

Delivery Mode: Face-to-face

Fees:

Enrolment Fee: AUD 200

Equipment & Materials Fee :
AUD 450

Tuition Fee: AUD 8,500

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

Pathways Information

Pre-requisite Requirements

Successfully completed all CORE units in BSB42415 Certificate IV in Marketing and Communication.

Study Pathways

The further study pathways available to learners who undertake this qualification include:

- Advanced Diploma of Marketing
- Advanced Diploma of Business
- Advanced Diploma of Leadership and Management

Employment Pathways

The following employment pathways are available to students who complete this qualification:

- Marketing manager
- Marketing executive

- Business developer
- Public relations manager
- Sales supervisor

Delivery Arrangements

This program is delivered in a classroom based environment. The trainer may provide additional learning material where gaps are identified in either the participant's underpinning knowledge or the training resources.

For full detail about the course, please visit: www.harward.vic.edu.au/





To achieve this qualification, the candidate must demonstrate competency in:

12 units of competency:

03 core units

09 elective units

For more details, please click on the below link

<http://training.gov.au/Training/Details/BSB52415>

CORE UNITS

Unit Code	Unit Name
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
BSBMKG507	Interpret market trends and developments

ELECTIVES

Unit Code	Unit Name
BSBPMG522	Undertake project work
BSBCRT501	Originate and develop concepts
BSBFIM501	Manage budgets and financial plans
BSBLDR502	Lead and manage effective workplace relationships
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research
BSBMKG512	Forecast international market and business needs
BSBMKG515	Conduct a marketing audit

Please contact Harward International College for more details.