

BSB52415 Diploma of Marketing and Communication

National ID: BSB52415 | State ID: AZK1

About this course

Advance your career in marketing through the development of strategic marketing and research capabilities

This qualification builds on the sound theoretical knowledge-base developed in the Certificate IV and expands your knowledge into practical skills and real-world experience.

Working with local clients, you're responsible for the account management of a series of projects, including **building websites**, creating persuasive **advertisements** for traditional and digital mediums, and designing and implementing an **integrated marketing communications plan**.

You're encouraged to practice soft skills like time management, interpersonal communication and teamwork; while undertaking advanced marketing tasks such as **market research** and analysis, evaluation of marketing opportunities and **creative concept development**. Gain confidence in public speaking, work with clients across broad industries and develop strategic marketing approaches based on research.

Upon completion, you'll be competent to work in entry-level positions within industry. Alternatively, graduates may choose to continue with tertiary studies at university, with the possibility of applying for credits/advanced standing for the units completed in the Diploma.

Gain these skills

- Design and develop integrated marketing communication plans
- Interpret market trends and developments
- Create mass electronic media and print advertisements
- Plan market research
- Write persuasive copy

Is this course right for me?

I have the following attributes:

- Good organisational and time management skills
- Able to analyse and interpret information
- Creative problem solving skills
- Able to work under pressure and enjoy working as part of a team

Details

In order to comply with COVID-19 Government directed social distancing guidelines, some courses may include a mix of online learning, virtual classrooms (live web conferencing with your lecturer and class) and classroom delivery, as well as practical and work experience placements.

Lecturers will provide specific instructions to their student groups on how training will be undertaken.

Semester 2, 2020

Perth (Northbridge) - On Campus



Duration: **1 Semester/s**



When: **Semester 2, 2020**



How: **On campus**

Units

Core

National ID	Unit Title
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work

Elective

National ID	Unit Title
BSBADV509	Create mass print media advertisements
BSBADV510	Create mass electronic media advertisements
BSBCRT501	Originate and develop concepts
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research

National ID	Unit Title
BSBMKG510	Plan e-marketing communications
BSBMKG514	Implement and monitor marketing activities
BSBWRT501	Write persuasive copy

Entrance requirements

Entry to this qualification is limited to students who have completed all core units in [BSB42415 Certificate IV in Marketing and Communication](#).

Job opportunities

 [Marketing Manager](#) | [Sales Manager](#) | [Public Relations Manager](#) | [Campaign Manager](#) | [Advertising Manager](#)

Other job titles may include:

- Market Research Specialist
- Marketing Communications Manager
- Online Marketing Manager
- Marketing Coordinator | Marketing Team Leader
- Product Manager
- International Marketing Coordinator (Education) | International Marketing Manager (Education)

Please note this list should be used as a guide only as job titles and qualification requirements may vary between organisations.

Important information

The Diploma requires students to source real clients across the four different clusters (courses) and lecturers will make work experience and internship opportunities known to students throughout the semester.

Other costs for consideration:

- Text Books
- Stationery

Typical timetable:

- 3 days per week

Fees and charges

Local full time students

Course fees are made up of two components, tuition fees and resource fees.

Tuition fees are determined by multiplying the course fee rate by the nominal hours, which is the number of hours in which an average student could be expected to complete each unit. They are not the hours of training or instruction.

Resource fees are charges for material that are essential to a course or unit, and are purchased by NMT to be used by students during the course.

Fees may vary depending on the units you are enrolled in so an approximate amount has been shown. You will be given the exact amount of your fees at enrolment. Part time student fees will vary depending on the number of units you are enrolled in.

Please note, you may also need to buy textbooks or equipment for your course.

International Students

Check [TAFE International WA](#) to confirm this course is available to international students. You will pay your tuition fees to TIWA.

Please note, fees are subject to change.