



# Diploma of Marketing and Communication

State ID: AZK1

## About this course

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

This course will provide you with **strong theory knowledge** and demonstrated managerial skills, allowing you to supervise other staff members and **lead marketing campaigns**.

### 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

**Semester 1, 2020**

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## Perth (Northbridge) - On Campus



Duration: **1 Semester/s**



When: **Semester 1, 2020**



How: **On campus**

## Units

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### 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                          |
| BSBMKG510   | Plan e-marketing communications               |
| BSBMKG514   | Implement and monitor marketing activities    |
| BSBWRT501   | Write persuasive copy                         |

## Entrance requirements

School Leaver

Non-School Leaver

AQF

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Completion of WACE General or ATAR  
(Minimum C Grades) or equivalent

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equivalent (minimum C Grades)

Certificate III

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

View our [Indicative Fees list](#)

### 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.**