



# DIPLOMA OF MARKETING AND COMMUNICATION (BSB52415)

- Gain fundamental marketing and communications skills to open up career opportunities in new areas
- Strengthen your existing knowledge and marketing expertise to grow in your current role
- Learn how to create and communicate product and business value to target audiences

CRICOS CODE 097830D

## Campus

Brisbane, Sydney, Melbourne

## Program Length

**Maximum 64 weeks\* (20 hours/week)**

Includes 6 hours/week online study +

**14 hours/week in-class study**

*\*48 weeks study + up to 16 weeks scheduled breaks. Length of the program may vary from 60 to 64 weeks depending on the start date. Optional internships available for an additional fee. Internship hours vary depending on schedule. Internships are unpaid work hours.*

## Schedule

Weekday: Brisbane, Sydney, Melbourne

## 2020 Start Dates

Jan 6, Mar 9, Apr 20, Jun 22, Aug 3,  
Oct 5, Nov 16

### SCHEDULED BREAKS

Feb 17 – Mar 6, Jun 1 – Jun 19,  
Sep 14 – Oct 2, Dec 28 – Jan 1, 2021

## 2020 Fees

Registration fee:	\$230
Material fees:	\$280
Tuition:	\$12,000
Optional internship:	\$850

*RPL & Credit Transfer must be applied for upon enrolment  
Late submission fee: \$50*

*All fees in Australian Dollars, payment by installment is available on request and approval.*

## Entry Requirement

- An equivalent of Australia's Year 10 school certificate. A prior working knowledge and experience of a business environment would be useful.
- International students must meet a minimum language requirement of IELTS 5.5 with a minimum band score of 5.0. TOEIC 650 with a minimum reading score of 350. Direct entry is available through ILSC Intermediate 3 and above.
- Students must be at least 18 at the commencement of studies.
- Students wishing to enrol in this qualification must have successfully completed all core units in BSB42415 Certificate IV in Marketing and Communication.
- Minimum entry requirements.

## Program Description

This qualification has pre-requisite units required to be completed prior to commencement. These five units are included in BSB42415 Certificate IV of Marketing and Communication.

The marketing industry is dynamic and fast-evolving and can offer rewarding and exciting opportunities for those looking to play a vital role in any business - combining creativity and strategy to communicate value to consumers.

The Diploma of Marketing and Communication will provide students with the fundamental knowledge and practical skills in all key areas of market planning development and implementation - from market analysis, to creating and delivering marketing strategy, to tracking finances.

By the end of the program, students should be empowered with the relevant knowledge and confidence to embark on marketing and communications projects for business or entrepreneurial purposes.

## Study Schedule/Delivery Mode

In all of our programs, you will build a timetable which combines 6 hours per week of online study and 14 hours per week of in-class study. The online study component includes exercises, discussion forums, and resources to help with assignments and to provide foundational academic and learning skills. In-class study schedules combine the core lecture with foundation skills and PASS classes.

## Weekday Schedule – Sample\*

HOURS	MONDAY	TUESDAY
1:15 PM-3:15 PM	Foundation Skills	PASS
3:30 PM-5:30 PM	PASS	Foundation Skills
6:00 PM-9:00 PM	Lecture	Lecture

*\* Schedule is a sample only and may vary. Optional internship must be scheduled outside of class time.*



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## Diploma of Marketing and Communication units

COURSE NAME	DESCRIPTION
<b>MANAGE BUDGETS AND FINANCIAL PLANS (BSBFIM501)</b>	Learn about financial management within an organisation. Learn how to plan and implement financial management approaches, monitor and control finances, review and evaluate financial management processes, and more.
<b>LEAD &amp; MANAGE EFFECTIVE WORKPLACERELATIONSHIPS (BSBMGT517 &amp; BSBLDR502)</b>	Learn how to develop, manage, and monitor an operational plan to achieve profitability or productivity targets. Explore how research, analysis, review, and consultation processes with current staff, colleagues, and experts can support successful operational planning and management. You'll also gain the expertise to lead and manage effective relationships in the workplace.
<b>DEVELOP A SOCIAL MEDIA ENGAGEMENT PLAN (BSBMKG527 &amp; BSBMKG537)</b>	A marketing plan is a roadmap aligned to business vision and goals – it outlines a plan of action. You'll learn to identify and evaluate the range of marketing communication tools and channels, design an integrated marketing communication plan, and develop marketing and creative briefs in line with client needs. The course will also delve into how to engage effectively with social media audiences.
<b>INTERPRET MARKET TRENDS AND DEVELOPMENT &amp; CONDUCT A MARKETING AUDIT (BSBMKG507 &amp; BSBMKG515)</b>	This course will explore how to analyse market data and trends, in order to gather organisation and competitor insight. You will learn how to interpret this information to prepare market and business forecasts. You'll also learn how to conduct a marketing audit.
<b>ESTABLISH AND ADJUST THE MARKETING MIX &amp; PLAN MARKET RESEARCH (BSBMKG502 &amp; BSBMKG506)</b>	Establishing the right marketing mix is key to a brand's success. This course provides an overview of the marketing mix – the tools, strategies, and tactics used to promote products and services. You'll assess the best tools to use and explore how to carry out market research, in order to gain the best competitive advantage.
<b>UNDERTAKE PROJECT WORK (BSBPMG522)</b>	You'll learn to define and develop a project plan, monitor the project, and review.
<b>IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES (BSBMKG501)</b>	During this course, you will learn how to identify, evaluate, and take advantage of marketing opportunities by analysing market data, identifying possible markets, and assessing internal changes.
<b>ORIGINATE AND DEVELOP CONCEPTS (BSBCRT501)</b>	Learn to propose and develop concepts for products, programs, processes, or services to an operational level.

### ILSC Training Facilities and Resources

Greystone College campuses are fully equipped with all the resources and facilities required to successfully undertake this program including computer labs, relevant software, free WIFI, photocopiers, charging stations and student lounge. It is highly recommended that you bring your own laptop (device) to enhance your campus experience. All course resources are available to students via their personal login to the Learning Management System (Moodle). Students can track their progress and academic success.

### Assessments

All units studied in this qualification will be assessed in at least 3 different ways. Assessments will consist of a mix of quizzes, projects, case studies, presentations, and questions.

### Course Completion

Students obtaining a 'Competent' result for all units studied will be issued a 'Qualification' – Diploma of Marketing & Communication BSB52415. Should a student not complete the full qualification, a 'Statement of Attainment' will be issued for the units which the student is deemed 'Competent'.

### Recognition of Prior Learning and Credit Transfer

RPL and Credit Transfer can be applied for at the time of enrolment or during the orientation. Please refer to Greystone College website or VET Student Handbook for more information.

### What is Nationally Recognised Training

All Greystone College programs are Nationally Recognised Training. The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment.



Greystone College Pty Ltd partners with local and global agents to engage with prospective students.

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