COURSE INFORMATION
NATIONAL CODE: BSB60515
CRICOS CODE: 087573K

COURSE DESCRIPTION
This qualification reflects the role of individuals working as marketing directors, marketing strategists and national, regional or global marketing managers. Individuals in these positions provide leadership and strategic direction in the marketing activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

COURSE DURATION
This course is delivered over 52 weeks in 4 terms including 12 weeks of holidays. Classes are scheduled for 20 hours per week.

CAREER OPPORTUNITIES
This course provides you with the opportunity to be employed in the following job roles:
- Marketing director
- Marketing strategist
- National, regional or global marketing manager

ENTRY REQUIREMENTS
Students those who wish to undertake this course should meet the following academic and English language requirements.

Academic:
- Completion of Australian year 12 or equivalent and Diploma of Marketing or equivalent or demonstrated knowledge, skills and experience in management or business.

English Language:
- Upper-intermediate Level of English or
- IELTS Test Score of 5.5 or
- TOEFL iBT Test Score of 46 or
- PTE Academic Test Score of 42 or
- Cambridge English: Advanced (CAE) Test Score of 47 or
- OET Pass Grade or
- TOEFL PBT Test Score of 527

Please note that you are required to meet the Department of Immigration and Border Protection (DIBP) English language requirements for student visa applications, which may differ from the aforementioned course entry requirements. Please refer to www.border.gov.au to find out the assessment level for your country and to determine the required level of English that you should possess.

PATHWAYS INTO THE QUALIFICATION
You may enter the qualification through a number of entry points including:
- Diploma of Marketing or other relevant qualification or
- With substantial vocational marketing experience with overall responsibility for providing strategic direction and planning for an organisation’s marketing function, either domestically or internationally but without a formal marketing qualification or
- With extensive vocational marketing experience in senior marketing positions with a wide range of skills in a specialised marketing communications discipline and looking to consolidate specialist marketing skills with more generic management skills, but without a formal marketing qualification.

PATHWAYS FROM THE QUALIFICATION
After achieving this qualification you may choose to undertake studies at higher education level in the field of marketing.

STUDY & ASSESSMENT MODE
This course is delivered on face-to-face class-room based. Various structured activities and industry excursions are included to provide opportunity to experience the real marketing process of an organisation. Assessment is competency based.

COURSE FEE
Full Course Fee: (AUS) $8,500 inclusive of all learning materials.
**UNITS**

To be able to achieve this qualification, students must successfully complete the following units:

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<td>BSBMKG502</td>
<td>Establish and Adjust the Marketing Mix</td>
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<td>2</td>
<td>BSBMKG603</td>
<td>Manage the marketing process</td>
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<td>3</td>
<td>BSBMKG605</td>
<td>Evaluate international marketing opportunities</td>
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<td>BSBMKG607</td>
<td>Manage marketing research</td>
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<td>BSBMKG608</td>
<td>Develop organisational marketing objectives</td>
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<td>Develop a Marketing Plan</td>
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<td>Manage the international marketing programs</td>
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<td>BSBDIV601</td>
<td>Develop and implement diversity policy</td>
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