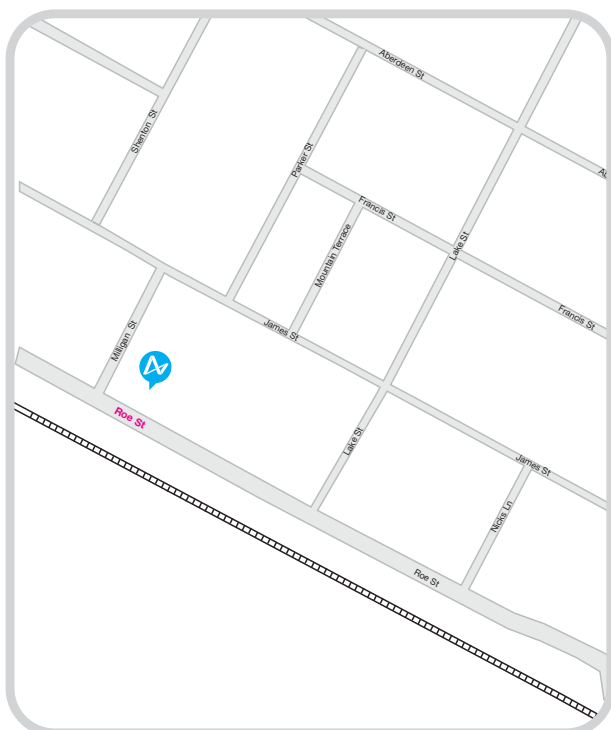


## AUSTRALIA SINGAPORE

Academies Australasia Institute is an Academies Australasia college. Academies Australasia Group Limited has been operating for more than 111 years and listed on the Australian Securities Exchange for more than 42 years.

Academies Australasia has colleges in Melbourne, Sydney, Brisbane, Perth, Adelaide, Dubbo, Gold Coast and Singapore, and offers a wide range of courses at different levels – Certificate, Diploma, Advanced Diploma, Bachelor and Master Degrees.



FIND US

**PERTH**  
Level 1, 120 Roe Street  
Perth WA 6000, Australia



### LONG HISTORY

ESTABLISHED MORE THAN 111 YEARS AGO

### ACCREDITED QUALIFICATIONS

NATIONALLY RECOGNISED

### QUALITY TEACHING

PASSIONATE TEACHERS WHO ARE PROFESSIONALS IN THEIR FIELD

### EXCELLENT FACILITIES AND STUDENT SUPPORT

GREAT LEARNING ENVIRONMENT

### STUDENTS FROM AROUND THE WORLD

TENS OF THOUSANDS OF STUDENTS FROM 122 COUNTRIES HAVE STUDIED WITH US

### UNIVERSITY PATHWAYS

ARTICULATIONS WITH SEVERAL UNIVERSITIES  
CREDITS SAVE TIME AND MONEY

### NEED MORE INFORMATION?

GET IN  
TOUCH

CALL US ON

**+61 8 9460 4200**

OR EMAIL

**info@academies.edu.au**

VISIT US ONLINE

**www.academies.edu.au**

# MARKETING AND COMMUNICATION



THINK OF

TOMORROW



## MARKETING AND COMMUNICATION

In today's business, marketing plays a vital role in understanding consumers and markets to enable companies to make more profitable and more effective decisions. In every sector of the economy, public, private or not for profit, marketing is critical to the success of every business.

Managing the marketing process requires certain knowledge of both the marketplace and the implications of the marketing mix.

Our nationally recognised courses provide you with this knowledge.

The courses will enable you to achieve your ambitions easily and provide access to positions in the various sectors of the industry such as Advertising, Direct Marketing, Promotion Marketing and Marketing Research.

### COURSE INFORMATION

Our Marketing courses have been developed according to the requirements of the Business Services Training Package (BSB) and have been approved for delivery by the Australian Skills Quality Authority (ASQA). They are nationally recognised qualifications within the Australian Qualifications Framework (AQF).

#### STUDY PATH

Training is delivered in stages which correspond to AQF Levels IV - VI. The preferred pathway for a qualification is for students to complete the requirements of the previous level qualification before progressing to the next level – thereby achieving more than one qualification.

Applicants without the previous level qualification will be considered if they have relevant qualification and/or vocational experience.

We aim to equip our graduates with the necessary skills and knowledge to enable them to successfully satisfy the demands of the workplace.

#### COURSE DELIVERY & ASSESSMENT METHODS

Delivery and assessment strategies are selected to reflect the nature of the elements and performance criteria of the competency together with the needs and learning style of the participants. Qualifications are delivered over 20 hours per week, 16 hours face-to-face and 4 hours online learning.

Assessment methodology may include but is not limited to: observation, project/report, case study, role play, exercises, activities; and written/oral tasks including multiple choice, questions and answer, essays, true/false and presentations.

#### ACADEMIC YEAR / START DATES

Don't miss out on your intake dates. There are 36 teaching weeks per annum with the year being divided into 4 terms of 9 weeks each. The academic year begins in late January and ends late November. Primary intakes are at the beginning of each term.

YEAR	TERM 1 INTAKES	TERM 2 INTAKES	TERM 3 INTAKES	TERM 4 INTAKES
2020				21 SEP
2021	18 JAN	12 APR	5 JUL	27 SEP



## MARKETING AND COMMUNICATION



Qualification	Subject	Competency		Tuition Fee / Duration
<b>Certificate IV in Marketing and Communication</b> (BSB42415)  CRICOS Course Code 093097E	Interpersonal Communication	BSBCMM401	Make a presentation	<b>A\$ 2,000 per term</b>  <b>2 Terms</b> 6 months / 18 college weeks
		BSBCRT401	Articulate, present and debate ideas	
		BSBMGT407	Apply digital solutions to work processes	
		BSBWRT401	Write complex documents	
	Market Profiling	BSBMKG401	Profile the market	
		BSBMKG408	Conduct market research	
		BSBPRO401	Develop product knowledge	
Marketing Communication I		BSBMKG417	Apply marketing communication across a convergent industry	
		BSBMKG418	Develop and apply knowledge of marketing communication industry	
		CUAWRT401	Edit texts	
Consumer Behaviour		BSBMKG419	Analyse consumer behaviour	
		BSBMKG409	Design direct response offers	
Exit with Certificate IV		Vocational/ Employment Outcome Entry level marketing officer, Customer Service Advisor, Office Administration Assistant, Sales employee		
<b>Diploma of Marketing and Communication</b> (BSB52415)  CRICOS Course Code 093098D	Marketing Communication II	BSBMKG523	Design and develop an integrated marketing communication plan	<b>A\$ 2,000 per term</b>  <b>3 Terms</b> 9 months / 27 college weeks
		BSBADV503	Coordinate advertising research	
		BSBADV507	Develop a media plan	
		BSBMKG510	Plan e-marketing communications	
	Marketing Trends	BSBMKG507	Interpret market trends and developments	
		BSBDES602	Research global design trends	
		BSBMKG501	Identify and evaluate marketing opportunities	
Marketing Project		BSBPMG522	Undertake project work	
Marketing Research		BSBMKG506	Plan market research	
		BSBMKG508	Plan direct marketing activities	
Marketing Audit		BSBMKG514	Implement and monitor marketing activities	
		BSBMKG515	Conduct a marketing audit	
Exit with Diploma		Vocational/ Employment Outcome Marketing Assistant, Public Relations Assistant, Marketing Research Assistant, Project Coordinator, Assistant Product Manager, Assistant Marketing Manager, Assistant Sales Executive		
<b>Advanced Diploma of Marketing and Communication</b> (BSB61315)  CRICOS Course Code 093099C	Promotional Marketing	BSBADV602	Develop an advertising campaign	<b>A\$ 2,000 per term</b>  <b>3 Terms</b> 9 months / 27 college weeks
		BSBADV603	Manage advertising production	
		BSBADV604	Execute an advertising campaign	
		BSBADV605	Evaluate campaign effectiveness	
	Marketing Strategies	BSBMKG605	Evaluate international marketing opportunities	
		BSBMKG606	Manage international marketing programs	
		BSBMKG608	Develop organisational marketing objectives	
		BSBMKG611	Manage measurement of marketing effectiveness	
		BSBMKG603	Manage the marketing process	
Marketing Plan		BSBMKG609	Develop a marketing plan	
		BSBMGT616	Develop and implement strategic plans	
Leadership		BSBMGT605	Provide leadership across the organisation	
Exit with Advanced Diploma		Vocational/ Employment Outcome Marketing Assistant, Marketing Coordinator, Public Relations Assistant, Product Manager, Account Manager, Project Coordinator		
UNIVERSITY PATHWAYS		FOR INFORMATION REGARDING UNIVERSITY PATHWAYS VISIT <a href="http://www.academies.edu.au">www.academies.edu.au</a>		