

## AUSTRALIA SINGAPORE

Academies Australasia Institute is an Academies Australasia college. Academies Australasia Group Limited has been operating for more than 112 years and listed on the Australian Securities Exchange for more than 43 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, and Bachelor Degrees.



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### LONG HISTORY

ESTABLISHED MORE THAN 112 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 132 COUNTRIES HAVE STUDIED WITH US

### UNIVERSITY PATHWAYS

ARTICULATIONS WITH SEVERAL UNIVERSITIES CREDITS SAVE TIME AND MONEY

# MARKETING AND COMMUNICATION





## 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, question 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
2021			5 JUL	27 SEP
2022	17 JAN	11 APR	4 JUL	26 SEP



## MARKETING AND COMMUNICATION



Qualification	Subject	Competency		Tuition Fee / Duration
<b>Certificate IV in Marketing and Communication</b> (BSB40820)  CRICOS Course Code 106527K	Marketing Presentation	BSBCMM411	Make presentations	<b>A\$ 2,000 /term</b>  <b>2 Terms</b> 18 college weeks
	Digital Communication	BSBCRT412	Articulate, present and debate ideas	
		BSBMKG437	Create and optimise digital media	
	Social Media I	BSBMKG442	Conduct e-marketing communications	
		SIRXECM002	Prepare digital content	
	Marketing Activities	SIRXMKT006	Develop social media strategy	
		BSBMKG433	Undertake marketing activities	
Consumer Behaviour	BSBMKG439	Develop and apply knowledge of communications industry		
	BSBMKG435	Analyse consumer behaviour		
Marketing Meetings	BSBWRT411	Write complex documents		
	BSBTWK503	Manage meetings		
	BSBTEC303	Create electronic presentations		
Exit with Certificate IV	<b>Vocational/ Employment Outcome</b>		Entry level Marketing and Communication Officer, Customer Service Advisor, Office Administration Assistant, Sales Employee	
<b>Diploma of Marketing and Communication*</b> (BSB50620)  CRICOS Course Code 106528J	Marketing Opportunities	BSBMKG541	Identify and evaluate marketing opportunities	<b>A\$ 2,000 /term</b>  <b>3 Terms</b> 27 college weeks
	Marketing Mix	BSBMKG542	Establish and monitor the marketing mix	
	Social Media II	SIRXMKT006	Develop a social media strategy	
		SIRXMKT007	Develop a digital marketing plan	
	Marketing Communication Plan	BSBMKG552	Design and develop marketing communication plans	
	Marketing Project	BSBPMG430	Undertake project work	
	Customer Service	BSBOPS505	Manage organisational customer service	
	Marketing Content	BSBMKG555	Write persuasive copy	
	Market Research	BSBMKG543	Plan and interpret market research	
		BSBMKG544	Plan and monitor direct marketing activities	
	Marketing Audit	BSBMKG545	Conduct marketing audits	
Personal Development	BSBPEF501	Manage personal and professional development		
Exit with Diploma	<b>Vocational/ Employment Outcome</b>		Sales Manager, Product Manager, Public Relations Manager, Marketing Manager, Campaign Manager, Marketing Coordinator, Marketing Team Leader	
<b>Advanced Diploma of Marketing and Communication**</b> (BSB60520)  CRICOS Course Code 106530D	Marketing Strategy	BSBMKG621	Develop organisational marketing strategy	<b>A\$ 2,000 /term</b>  <b>3 Terms</b> 27 college weeks
	Marketing Process	BSBMKG622	Manage organisational marketing processes	
	Digital Strategy	BSBTEC601	Review organisational digital strategy	
	Marketing Plan	BSBMKG623	Develop marketing plans	
	Innovation and Change	BSBSTR601	Manage innovation and continuous improvement	
	International Marketing Programs	BSBMKG625	Implement and manage international marketing programs	
		BSBOPS601	Develop and implement business plans	
	Business Networks	BSBTWK601	Develop and maintain strategic business networks	
	Public Relations	BSBMKG628	Lead organisational public relations	
	Organisational Change	BSBLDR601	Lead and manage organisational change	
	Advertising Campaigns	BSBMKG626	Develop advertising campaigns	
		BSBMKG627	Execute advertising campaigns	
Exit with Advanced Diploma	<b>Vocational/ Employment Outcome</b>		Client Services Executive, Marketing Director, Advertising Account Director, Client Services Director, Marketing Strategist, Advertising Account Planning Manager, Marketing Manager	

\* Direct Entry into Diploma of Marketing and Communication (BSB50620) is possible if students have the following:

- Completion of the following units or equivalent competencies: BSBCMM411 Make presentations, BSBCRT412 Articulate, present and debate ideas, BSBMKG433 Undertake marketing activities, BSBMKG435 Analyse consumer behaviour, BSBMKG439 Develop and apply knowledge of communications industry, BSBWRT411 Write complex documents, OR
- Two years equivalent full-time relevant work experience.

\*\* Direct entry into Advanced Diploma of Marketing and Communication (BSB60520) is possible if students have the following:

- Completion of the following units or equivalent competencies: BSBMKG541 Identify and evaluate marketing opportunities, BSBMKG542 Establish and monitor the marketing mix, BSBMKG552 Design and develop marketing communication plans, BSBMKG555 Write persuasive copy, BSBPMG430 Undertake project work, OR
- Four years equivalent full-time relevant work experience.