HELLO THERE, OUR DREAM IS TO HELP YOU MAKE GREAT HAPPEN

Industry endorsed
University Pathways
Payment options
Student satisfaction

Combined $10,000 VET Student Loans available

Give your career a boost

Marketers are highly regarded in organisations because they bring skills that highlight, lift and communicate the benefits of the enterprise to the wider community, helping to drive revenue and brand awareness. The marketing industry is dynamic and always changing and this provides an energetic work environment to work in. Marketing Managers seek employees that have the skills to design marketing strategies to help the company expand and grow. People skills and excellent communication styles are valued by customers and clients. Our Diploma of Marketing Communications...more online

LOCATION/S
South Bank

DURATION
Full time: 1 year / up to 4 days per week

Course delivery options

WORKLOAD  LOCATION  DELIVERY
Full time  up to 4 days per week  South Bank  Classroom

Entry requirements

The entry requirements for BSB52415 Diploma of Marketing and Communications are the 5 units...more online

Resources required

Students should bring USBs and basic stationery to class. Students must have a smart phone
It is recommended...more online

Key dates

For key start dates for each location visit the online brochure for this course (under the course details tab):
tafebrisbane.edu.au/course/16944

What are my payment options

No matter what your circumstances, TAFE Queensland Brisbane has a payment option to suit you. If you are unsure of what's right for you, call us on 1300 712 007. We're here to help.

Please note the total cost of $11,500 includes the 5 pre-requisite units (which also comprise the Marketing and Communication Skill Set) but are at an upfront cost of $250.00 and are not VET

FULL FEE | $11,785
This is the total cost of the course.

Got a question?
Enquire about your full fee study options

Accurate as at 16 October 2017. For the latest information see: tafebrisbane.edu.au/course/16944

RTO 0275
CRICOS 03020E
If you want to go on to further study at university, TAFE Queensland has a pathway option to get you there. In many cases, completing one of our diplomas will give you a full year of credit towards a degree with one of our partner universities. That means cutting down the amount of time you need to complete your degree, or even enrolling straight into the second year of your university course.

Learn more about University Pathways

Our pathway partners include:

- UNIVERSITY OF CANBERRA
- Griffith University
- The University of Queensland
- QUT
- University of Northern Queensland
- Bond University

Outcome

BSB52015 Diploma of Business
BSB52415 Diploma of Marketing and Communication
BSBSS00077 Marketing and Communication Foundations Skill Set

University pathways

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More info:

Learn more about University Pathways

Job prospects

- Marketing Manager
- Marketing Specialist
- Account Manager
- Sales And Marketing Manager
- Sales, Marketing And Public Relations Professionals
- Business Manager
- Marketing Coordinator

Units

The successful achievement of these qualifications requires you to complete the Diploma of Marketing and Communication / Diploma of Business core and 7 elective units from the list below as well as the pre-requisite units comprising the BSBSS00077 Marketing and Communications Foundations Skill Set. Electives may differ between TAFE.

ARE YOU READY TO TAKE THE NEXT STEP ON YOUR PATH TO GREAT?

Enrol today to secure your spot in this course.

HOW TO ENROL

You're ready if you have:

- checked your important dates (under the course details tab)
- checked you meet the entry requirements (under the course details tab)
- checked your course costs and know which payment option is right for you (under the costs tab)
- Read the Student Rules and Withdrawals and Refund Policy
- Created your Unique Student Identifier and can provide this to TAFE Queensland.

All done? You're ready to enrol

Apply through QTAC

Making TAFE one of your top QTAC preferences is a great way to maximise your career choices and gain the hands-on skills you need to operate in the real world.

We offer hundreds of pathways to university, including dual awards, credit arrangements with some of the country’s top universities, and options to increase your OP so you can gain entrance to the tertiary course of your dreams.

More about applying through

Accurate as at 16 October 2017. For the latest information see: tafebrisbane.edu.au/course/16944

R TO 0275
CRICOS 03020E
Queensland locations and regions.

Pre-requisite units - BSBSS00077 Marketing and Communication Foundations Skill Set

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSCMM401</td>
<td>Make a presentation</td>
<td>Core</td>
</tr>
<tr>
<td>BSCCRT401</td>
<td>Articulate, present and debate ideas</td>
<td>Core</td>
</tr>
<tr>
<td>BSBMGT407</td>
<td>Apply digital solutions to work processes</td>
<td>Core</td>
</tr>
<tr>
<td>BSBMKG417</td>
<td>Apply marketing communication across a convergent industry</td>
<td>Core</td>
</tr>
<tr>
<td>BSBMKG418</td>
<td>Develop and apply knowledge of marketing communication industry</td>
<td>Core</td>
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Diploma of Marketing and Communication / Diploma of Business

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSBMKG513</td>
<td>Promote products and services to international markets</td>
<td>Core</td>
</tr>
<tr>
<td>BSBMKG507</td>
<td>Interpret market trends and developments</td>
<td>Core</td>
</tr>
<tr>
<td>BSBPMG522</td>
<td>Undertake project work</td>
<td>Core</td>
</tr>
<tr>
<td>BSBMKG523</td>
<td>Design and develop an integrated marketing communication plan</td>
<td>Core</td>
</tr>
<tr>
<td>BSBMKG527</td>
<td>Plan social media engagement</td>
<td>Core</td>
</tr>
<tr>
<td>BSBMKG506</td>
<td>Plan market research</td>
<td>Elective</td>
</tr>
<tr>
<td>BSBEBU501</td>
<td>Investigate and design e-business solutions</td>
<td>Elective</td>
</tr>
<tr>
<td>BSBMKG501</td>
<td>Identify and evaluate marketing opportunities</td>
<td>Elective</td>
</tr>
<tr>
<td>BSBMKG502</td>
<td>Establish and adjust the marketing mix</td>
<td>Elective</td>
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<tr>
<td>BSBADV507</td>
<td>Develop a media plan</td>
<td>Elective</td>
</tr>
<tr>
<td>BSBMKG508</td>
<td>Plan direct marketing activities</td>
<td>Elective</td>
</tr>
<tr>
<td>BSBMKG510</td>
<td>Plan e-marketing communications</td>
<td>Elective</td>
</tr>
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Disclaimer

Not all electives available at all campuses.