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...

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

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

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

Important Information

Study Abroad: TAFE...

...more online

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 $12070.00 includes the 5 pre-requisite units (which also comprise the Marketing and Communication Skill Set) but are at an upfront cost of $285.00 and are not...

...more online

FULL FEE | $12,070

This is the total cost of the course.

Got a question?

Enquire about your full fee study options

Outcome

Accurate as at 1 May 2018. For the latest information see: tafebrisbane.edu.au/course/16944

ARE YOU READY TO TAKE
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.

More info:
Learn more about University Pathways

Our pathway partners include:

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

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 BSB500077 Marketing and Communications Foundations Skill Set. Electives may differ between TAFE Queensland locations and regions.

Pre-requisite units - BSB500077 Marketing and Communications Foundations Skill Set
- BSBCMIM401 Make a presentation Core
- BSBCRT401 Articulate, present and debate ideas Core
- BSBMGT407 Apply digital solutions to work processes Core
- BSBMKG417 Apply marketing communication across a convergent industry Core
- BSBMKG418 Develop and apply knowledge of marketing communication industry Core

Diploma of Marketing and Communication / Diploma of Business
- BSBMKG513 Promote products and services to international markets Core
- BSBMKG507 Interpret market trends and developments Core
- BSBPMG522 Undertake project work Core
- BSBMKG523 Design and develop an integrated marketing communication plan Core
- BSBMKG527 Plan social media engagement Core
- BSBMKG506 Plan market research Elective
- BSBEBUS01 Investigate and design e-business solutions Elective
- BSBMKG501 Identify and evaluate marketing opportunities Elective
- BSBMKG502 Establish and adjust the marketing mix Elective
- BSBADV507 Develop a media plan Elective
- BSBMKG506 Plan direct marketing activities Elective
- BSBMKG510 Plan e-marketing communications Elective

Disclaimer
Not all electives available at all campuses

Accurate as at 1 May 2018. For the latest information see: tafebrisbane.edu.au/course/16944

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