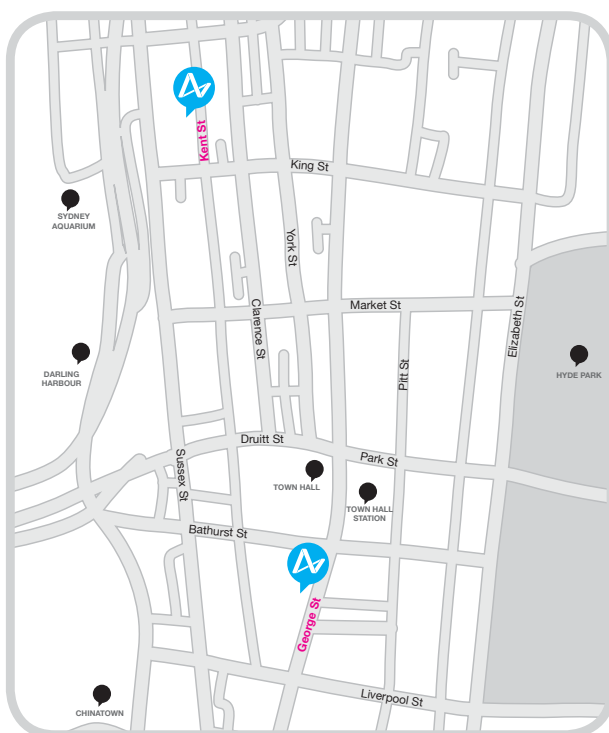


## AUSTRALIA SINGAPORE

Australian College of Technology is an Academies Australasia college. Academies Australasia Group Limited has been operating for more than 110 years and listed on the Australian Securities Exchange for more than 40 years.

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# MARKETING AND COMMUNICATION

THINK OF

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## 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 (BSB15) 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	
	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM
2019	14 JAN	18 FEB	8 APR	13 MAY	1 JUL	5 AUG	23 SEP	28 OCT
2020	13 JAN	17 FEB	6 APR	11 MAY	29 JUN	3 AUG	21 SEP	26 OCT

Choice of subjects may be limited in mid-term intakes



## MARKETING AND COMMUNICATION



Qualification	Subject	Competency		Tuition Fee / Duration
<b>Certificate IV in Marketing and Communication</b> (BSB42415)  CRICOS Course Code 093123G	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 093124G	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 093125F	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>				