

# KING'S INSTITUTE OF MANAGEMENT AND TECHNOLOGY



CRICOS Provider Code: 03105M

RTO Provider Code: 31766

## **BSB51215** *Diploma of Marketing*

CRICOS Code 087410G

### COURSE STRUCTURE

#### **DURATION**

30 Weeks

- 22 weeks study plus 8 weeks holiday

#### **QUALIFICATION**

BSB51215 Diploma of Marketing

#### **CAREER OUTCOME**

This qualification reflects the role of individuals who possess a sound theoretical in marketing management and demonstrates a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staffs and lead teams in conducting marketing campaigns.

Depending on the units selected for the qualification, candidate may obtain a generic marketing qualification or specialise in direct marketing, public relations or international marketing.

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Marketing Manager
- Marketing Team Leader
- Product Manager
- Public Relations Manager

#### **ENTRY REQUIREMENTS**

For entry into the Diploma of Marketing, candidates are required to be 18 years of age or older, to have satisfactory completion of primary and secondary education of approximately 12 years of duration and possess an English language proficiency of IELTS 5.5, TOEFL 530 or equivalent.

Preferred pathways for candidates considering this qualification include:

- After achieving the BSB41315 Certificate IV in Marketing or other relevant qualification/s (OR)
- Providing evidence of competency in the majority units required for the BSB41315 Certificate IV in Marketing or other relevant qualification/s (OR)
- With vocational experience in a range of work environments in senior support roles but without qualification

## TUITION FEES

BSB51215 Diploma of Marketing .....	AUD \$5,150
ENROLMENT FEES.....	AUD \$350
<b>TOTAL COURSE FEE .....</b>	<b>AUD \$5,500</b>

## COURSE UNITS

UNIT CODE	UNIT OF COMPETENCY NAME	FIELD
BSBMKG502	Establish and adjust marketing mix	Elective
BSBMKG506	Plan market research	Elective
BSBMKG514	Implement and monitor marketing activities	Elective
BSBMKG507	Interpret market trends and developments	Elective
BSBMKG515	Conduct a marketing audit	Elective
BSBADV507	Develop a media plan	Elective
BSBMKG409	Design direct response offers	Elective
BSBMKG517	Analyse consumer behaviour for specific international markets	Elective

## LEARNING OUTCOMES

*Learning outcomes include:*

- Evaluate and determine each component of marketing mix for specific markets and monitor and adjust them according to customer needs and preferences
- Identify market research needs, draft the objectives, define the data gathering approaches and develop the market research plan
- Implement and monitor the marketing strategies and tactics to evaluate and improve marketing performance of an organisation
- Interpret trends and market developments, analyse the qualitative results and report on market data
- Prepare and identify the form of a marketing audit, and conduct external and internal audit to prepare a marketing audit report for an organisation
- Develop a media plan by defining media requirements, selecting media vehicles and determining the media schedule
- Design and test a range of direct response offers and develop a pricing structure, customer service levels and relevant support materials which meet organisational marketing objectives
- Confirm the target market, assess current level of consumer interest and recommended marketing strategies that are culturally appropriate to the selected international markets