



Advanced Diploma of Marketing (BSB60507)



The Advanced Diploma of Marketing is a full-time course which requires four days of college attendance (20 hours per week). The course is delivered in 4 terms over one year (45 weeks - full time). The content of the course includes all of the underpinning skills and knowledge required to support learning at the Advanced Diploma level, including opportunities for practice of skills in a workplace.

Vocational outcome

This course is specifically designed to equip graduates with the essential skills and qualification that are currently demanded by employers. Upon successful completion of this course, graduates will be able to effectively perform in several core marketing areas including marketing management, marketing research, and business planning.

Qualifications

Graduates completing all components of the course and demonstrating competence in all units will be awarded a nationally recognised Advanced Diploma of Marketing (BSB60507). A nationally recognised Statement of Attainment will be issued where a student has withdrawn but has successfully completed part of the course.

Career opportunities

Various career options can be attained by graduates after gaining sufficient work experience, such as Marketing Director, Marketing Strategist, Marketing Manager and International Marketing opportunities.

Entry requirements

The entry requirement for this course is the completion of NSW Higher School Certificate or its equivalent or mature age entry for students over 21 years of age. For International students, where the first language is not English a minimum IELTS band score of 6.00 is required. Students must also be 18 years of age or older.

University Options

Students wishing to pursue University after completing studies at Australian Careers Business College can do so in conjunction with various Universities and Educational Institutions. Depending on the student's results and the University selected, graduates may be eligible for up to one year's recognition.

Recognition of Prior Learning (RPL)

Recognition of prior learning acknowledges skills, knowledge and competencies obtained through:

- Formal training/study
- Work experience
- Life experience

Students are eligible to apply for RPL and an administration fee of \$250 per unit of competency applies depending on the evidence supplied by students seeking RPL. Full details of the application process can be acquired from the college's student administration.

Credit Transfer (CT)

Australian Careers Business College recognises and grants credit transfer for nationally recognised qualifications issued by other RTOs. Full details of the application process can be acquired from the college's student administration.

Language Literacy and Numeracy (LLN) Skills

This course has been designed to redress any deficiencies in participants' key LLN skills and to develop the generic skills of teamwork, communication and problem solving that are highly valued by employers. As completion of the Higher School Certificate or equivalent is an entry requirement for the course, students will be expected to have LLN skills appropriate to this level. For International students, where the first language is not English a minimum IELTS band score of 6.00 is required.

Course Delivery

The course is delivered by a combination of lectures and tutorial sessions. The lectures are designed to explain the elements and criteria of each unit of competency.

Assessment

Assessment methods for this course are a combination of practical projects, written tests, case studies and assignments. Assessment may also include "integrated assessment" whereby a number of units of competency are assessed together.

Work Experience

Local students enrolled in the Advanced Diploma of Marketing course are offered a one day a week work experience opportunity, which is organised by our Careers Advisors.

Accreditation Status

The Australian Careers Business College is registered by NSW VETAB to train, assess and issue a nationally recognised qualification for this course.

Advanced Diploma of Marketing (BSB60507)
 ACBC/Advanced Diploma of Marketing BSB60507.Course Outline.
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Learning Resources

All equipment and resources are provided for students enrolling into this course including student handouts and assessment instructions (textbooks are subject to an additional cost). A list of prescribed textbooks for the course will be given to students during orientation day. Students have access to college computer labs and also have access to the Internet.

Facilities

The course is held in a designated classroom for lectures, tutorials and group work. For any work requiring computers there are computer labs which can be utilised, with every student allocated their own workstation. These computers can also be used to access the Internet for research purposes. There is also a range of textbooks and workbooks that students may access as additional resources.

The local environment

ACBC has three campuses located at:

- 149-151 George Street Liverpool NSW
- 169 Macquarie Street Parramatta NSW
- 313-323 Crown Street Wollongong NSW

All three are in the heart of the Business District of their respective locations and no more than five minutes walk from the train station. There is a vast range of shopping, entertainment and eating establishments within a short walking distance that meet the various needs.

Range of areas of study covered by the course

Marketing strategies, marketing plans, market profiles, consumer behaviour, marketing activities, direct marketing, sales management, customer service strategies, finance, international marketing, evaluating marketing opportunities, the marketing mix, marketing communications plans, advertising, media options.

The four Core areas from the Marketing Domain which are studied as part of this course are:

BSBMKG603B	Manage the marketing process
BSBMKG607B	Manage marketing research
BSBMKG608A	Develop organisational marketing objectives
BSBMKG609A	Develop a marketing plan

There also four elective units:

BSBMKG605B	Evaluate international marketing opportunities
BSBMKG606B	Manage international marketing programs
BSBMGT617A	Develop and implement a business plan
BSBMKG502B	Establish and adjust the marketing mix

For additional information please refer to ACBC website: www.acbc.nsw.edu.au



The Australian Careers Business College is registered by NSW Vocational Education and Training Accreditation Board (VETAB) to deliver selected nationally recognised qualifications.

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