



DIPLOMA OF MARKETING & COMMUNICATION



INDUSTRY ENDORSED



STUDENT SATISFACTION



SPENCER COLLEGE

MARKETING & BUSINESS

BSB50620

DIPLOMA OF MARKETING & COMMUNICATION

CRICOS CODE : 108034D

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners.

Entry Requirement

- 18 years or over
- Basic computer skills
- Meet all Student Visa requirements, including IELTS 5.5 (or equivalent) or English proficiency or Spencer College ACSF test level 3 PLUS
- Minimum Year 12 education or equivalent
- Have completed all core units in BSB42415
- Certificate IV in Marketing and Communication.

Delivery Methods

- Lecture/workshops
- Workbooks
- Role plays/simulations
- Practical activities

Course Delivery

52 weeks classroom delivery, depending on intake (includes a maximum of 8 weeks holiday). Students must attend minimum 20 hours class time per week as part of your Student Visa requirements. Distance learning is not available.

Recognition of Prior Learning (RPL)

If you think you may be eligible to apply for RPL, please contact the College to discuss.

Enrolment & Further Information

Email admin@spencercollege.edu.au or via one of our Education Agents.

To receive an enrolment kit, please email admin@spencercollege.edu.au
RTO No: 31809 | CRICOS Provider No: 03093K
ABN: 59 131 437 968

Head office address: L 1, 344 Queen Street, Brisbane QLD 4000. For career opportunities and further study, please refer to www.training.gov.au

Units of Competency

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| BSBMKG541 | Identify and evaluate marketing opportunities |
| BSBMKG542 | Establish and monitor the marketing mix |
| BSBMKG552 | Design and develop marketing communication plans |
| BSBMKG555 | Write persuasive copy |
| BSBPMG430 | Undertake project work |
| BSBMKG543 | Plan and interpret market research |
| BSBMKG544 | Plan and monitor direct marketing activities |
| SIRXMKT007 | Develop a digital marketing plan |
| BSBOPS504 | Manage business risk |
| BSBFIN501 | Manage budgets and financial plans |
| BSBTWK503 | Manage meetings |
| BSBLDR523 | Lead and manage effective workplace relationships |



NATIONALLY RECOGNISED
TRAINING