

# MARKETING AND COMMUNICATION COURSES



Advertising, marketing and public relation play an essential role in the growth of any business, and is a dynamic and exciting career choice. Develop your business skills and learn to analyse customer and market data, obtain valuable insights to inform decisions and create successful communications campaigns with a nationally recognised qualification from TAFE NSW.

**“I would encourage all international students to study at TAFE NSW - the environment is amazing and international students feel very much embraced.”**

KIM, INTERNATIONAL STUDENT (BRAZIL),  
ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

## IS IT RIGHT FOR YOU?

- Do you enjoy working with people?
- Do you have excellent communication skills?
- Are you professional and ethical?
- Are you friendly?
- Do you have good analytical skills?
- Are you creative?

## COURSES WE OFFER INCLUDE:

- Business
- Marketing and Communications

## CAREER OPPORTUNITIES

- Marketing Director or Manager
- Assistant Brand Manager
- Market Research Analyst
- Public Relations Executive
- Account Coordinator
- Media Buyer or Planner
- Client Services or Account Manager
- Strategic Planner
- Social Media Strategist
- User Experience Manager

## BASIC SKILLS TO TOPNOTCH CAREERS

Certificate IV in Marketing and Communication (BSB42415)

Marketing Researcher, Marketing Coordinator

Diploma of Marketing and Communication (BSB52415)

Managerial role with marketing focus

Advanced Diploma of Marketing and Communication (BSB61315)

Marketing Manager, Marketing Strategist

## TAFE NSW Bachelor of Business (HE20514)

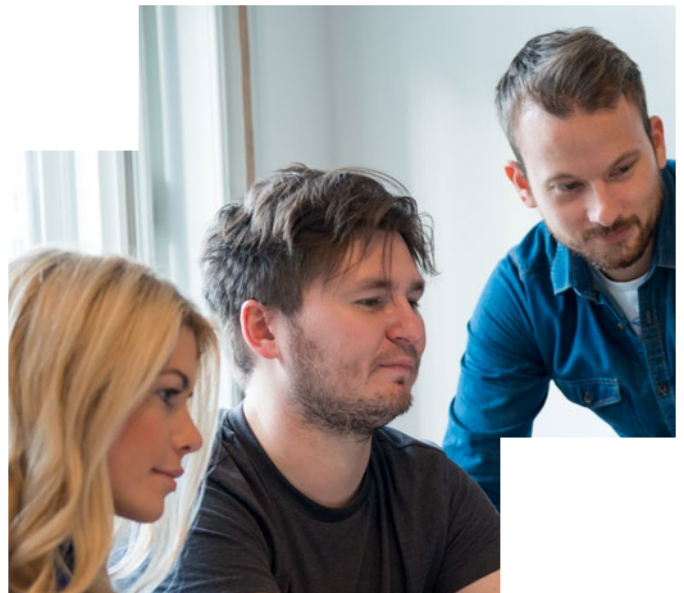
Take your career to a higher level. This degree allows you to finetune commerce and management skills to your sector.

# MARKETING AND COMMUNICATION COURSES

MARKETING		
COURSE	QUALIFICATION	CODE
Marketing and Communication	Advanced Diploma	BSB61315
	Diploma	BSB52415
	Certificate IV	BSB42415

 COURSE ALSO DELIVERED ONLINE AT [TAFEDIGITAL.EDU.AU](https://www.tafedigital.edu.au)

THERE ARE 130 TAFE NSW LOCATIONS AROUND THE STATE - VISIT [TAFENSW.EDU.AU](https://www.tafensw.edu.au) TO SEE WHERE YOUR COURSE IS OFFERED.



## WHY CHOOSE TAFE NSW?



**Strong industry connections.** Affiliations with the Institute of Public Accountants (IPA), the Financial Planning Association (FPA) and Certified Practising Accountants (CPA) Australia, Australian Marketing Institute (AMI), Australian Institute of Project Management (AIPM), Price Waterhouse Coopers (PwC). As well as retail giants such as David Jones, Myer, Mimco, Freedom, Ikea, Witchery and Country Road.



**Opens career doors.** Specialist qualifications and our strong industry networks mean many work placements lead students into full-time jobs.



**Strong study pathways.** TAFE NSW offers a range of Business and Finance related degree programs. Arrangements with universities also create pathways to other degree-level studies, and the Australian Graduate Management Consortium offers you a pathway to masters-level studies.



**Study to suit you.** Flexible course delivery is available for many courses: full-time, part-time, or online so you can fit study around your commitments and lifestyle.



**Global prospects.** Gain technical knowledge, creative-thinking and specialised skills that are highly sought after by employers around the world. International study tours mean you may also have the opportunity to travel as part of your course.

## ENROL TODAY

[TAFENSW.EDU.AU](https://www.tafensw.edu.au) OR 131 601

## BE SKILLED WITH SHORT COURSES

We have a huge range of short courses including Statements of Attainment. These are always being developed and updated, and can give you everything from basic foundations to advanced specialised career skills. Explore [TAFENSW.EDU.AU](https://www.tafensw.edu.au) or call us on **131 601** for the latest.