

# MARKETING AND COMMUNICATION COURSES



Marketing and communications play a vital role in the growth and longevity of all organisations. A marketing and communications qualification from TAFE NSW will develop your business skills, analytic skills and strategic skills, to help you create successful brands and marketing campaigns.

**“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)

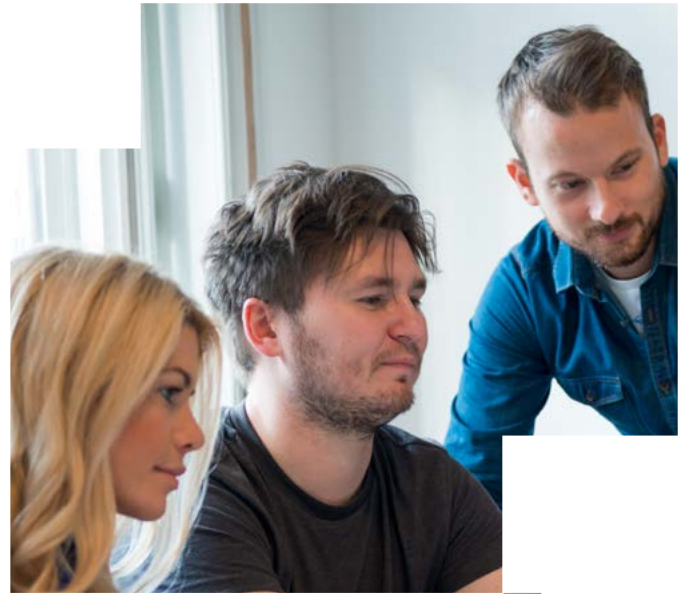
Take your career to a higher level. This Degree allows you to fine tune commerce and management skills to your sector.

# 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 Australian Marketing Institute (AMI), the Australian Institute of Project Management (AIPM), Pricewaterhouse 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 marketing and communications related degree programs. Arrangements with universities also create pathways to other degree-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, that can give you everything from basic foundations to advanced specialised career skills. These are always being developed and updated, so explore [TAFENSW.EDU.AU/SHORT](https://www.tafensw.edu.au/short) for the latest.