

# DIPLOMA OF MARKETING AND COMMUNICATION



COURSE CODE:  
**BSB52415**

## WHY CHOOSE TAFE NSW?



**Opens career doors.** Our industry relationships lead many students directly into work with a range of employers including agencies, studios, galleries and fashion houses.



**Global prospects.** TAFE NSW graduates possess the technical knowledge, creative-thinking and specialised skills that are highly sought after by employers around the world.



**State-of-the-art facilities.** Purpose-built creative studios and industry standard software mean you will master the same tools of the trade as leading professionals.



**Industry exposure.** TAFE NSW partners with industry to provide you with hands-on experience through networking, sponsor programs, competitions, talks, lectures and other creative industry events.



**Recognised and respected.** TAFE NSW has built its reputation on delivering trusted, industry aligned and nationally recognised training for over 130 years.

**ENROL TODAY**  
**TAFENSW.EDU.AU**  
**131 601**

**BE AMBITIOUS**

**COURSE CODE**

BSB52415

**QUALIFICATION**

Diploma of Marketing and Communication

**CAREER AREA**

Advertising, Marketing and Event Management

**TRAINING PACKAGE ENTRY REQUIREMENTS:****ENTRY REQUIREMENTS**

To be eligible for this course, you will need to demonstrate that you have:

- Successfully completed all core units in the Certificate IV in Marketing and Communication, evidenced through your transcript

Note: If you have significant industry experience you can apply for Recognition of Prior Learning (RPL) for the core units in the Certificate IV in Marketing and Communication. Upon successful completion of RPL assessment, you will gain direct entry into this course.

**IS THIS COURSE RIGHT FOR YOU?**

To be prepared for this course, it is recommended that you have:

- Regular access to a computer and a reliable internet connection
- Good computer and digital skills and familiarity with the Microsoft Office suite
- Access to recording equipment such as a smart phone or camera with video facility, and are able to record and store videos and images.

If you need help preparing for study, contact us about your options.



- **VET Student Loans Available**
- **Part Time Evening**

**OVERVIEW**

The nationally recognised Diploma of Marketing and Communication will strengthen your expertise, and give you the skills and knowledge needed to take on senior marketing roles like digital marketing manager, brand manager or public relations coordinator.

This is a fully government subsidised JobTrainer course. Eligibility criteria applies.

**LEARN NEW SKILLS**

Through theory and practical course work, you will learn to:

- Design and develop an integrated marketing communication plan
- Interpret market trends and developments
- Identify and evaluate marketing opportunities
- Lead and manage a team
- Create and manage budgets and financial plans
- Implement and monitor marketing activities

**DEVELOP YOUR TALENT**

Develop the personal attributes that will help you get ahead:

- Communication and interpersonal skills
- Critical thinking
- Ability to problem solve
- Ability to collaborate, work with and lead others
- Time management and organisation

## ACHIEVE YOUR GOALS

Completing this course will provide you with:

- A nationally accredited diploma qualification

## Career opportunities:

- Marketing or product manager
- Digital marketing specialist
- Communication manager
- International marketing coordinator

## GROW YOUR CAREER

Build your expertise with a TAFE NSW marketing and communication study pathway:

- Advanced Diploma of Marketing and Communication
- Bachelor of Business with TAFE Degrees

## INDUSTRY DEMAND

Continuing advances in digital technology provide opportunities to innovate the marketing and communication industry. Data sharing, increased connectivity and widespread social media has provided unprecedented access to potential consumers. Sophisticated data capture, analytics and reporting ensures marketers are able to learn more about their audience than before, and target them with relevant, personalised content.

CAMPUS	STUDY MODE	START DATE	DURATION	FULL FEE	HOURS PER WEEK
TAFE Digital	Online	31 May 2021	18 Months	\$7,960.00	12
TAFE Digital	Online	31 May 2021	18 Months	\$2,850.00	12
Newcastle	PT Evening	13 Jul 2021	30 Weeks	\$2,850.00	11.8