

ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



COURSE CODE:
BSB61315

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.

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QUALIFICATION

Advanced Diploma of Marketing and Communication

CAREER AREA

Advertising, Marketing and Event Management

TRAINING PACKAGE ENTRY REQUIREMENTS:

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

- Completed all core units in the Diploma of Marketing and Communication (BSB52415) and provide your transcript as evidence

IS THIS COURSE RIGHT FOR YOU?

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

- Are a creative thinker
- Have a passion for putting the customer and audience at the forefront
- Have a curious nature and investigative spirit
- Are interested in new digital platforms like social media
- Have good computer and digital skills including using the Microsoft Office suite
- Have access to recording equipment such as a smartphone 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.



NATIONALLY RECOGNISED
TRAINING

■ **VET Student Loans Available Full Time**

OVERVIEW

Working in a marketing or sales role? Looking to take your leadership skills further? Want a qualification that can be used across industries? The Advanced Diploma in Marketing and Communications is for you.

You will learn the essential skills to analyse, design and execute marketing campaigns using a wide-range of technical, creative, conceptual and managerial techniques.

Once you have successfully completed the Advanced Diploma in Marketing and Communications course, you will be job ready for roles such as:

- Advertising Account Planning Manager
- Marketing Manager
- Client Services Director
- Marketing Strategist

CAMPUS	STUDY MODE	START DATE	DURATION	FULL FEE	HOURS PER WEEK
Ultimo	Full Time	22 Jul 2021	17 Weeks	\$8,640.00	34

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