



Advanced Diploma of Marketing & Communication

COURSE CODE • **BSB61315** CRICOS COURSE CODE • **097076M**

COURSE DESCRIPTION

This course will provide you with the skills and knowledge to provide leadership and strategic direction in the marketing activities of an organisation. This will include being able to analyze, design, and execute judgments using wide-ranging technical, creative, conceptual, and managerial competencies. You may decide to become highly specialized or keep your skill-set broad within the marketing field. Upon graduation you may find yourself accountable for group outcomes and for the overall performance of the marketing function of an organisation.

WHAT WILL I LEARN?

FIND YOUR PURPOSE

BSBSUS501 • Develop workplace policy and procedures for sustainability

BSBHRM602 • Manage human resources strategic planning

BULLETPROOF BUSINESS PLAN

BSBMGT617 • Develop and implement a business plan

BSBFIM601 • Manage finances

BUSINESS GROWTH

BSBMKG605 • Evaluate international marketing opportunities

BSBMKG609 • Develop a marketing plan

INNOVATION REVOLUTION

BSBMGT608 • Manage innovation and continuous improvement

BSBINN601 • Lead and manage organisational change

ROADMAP TO SUCCESS

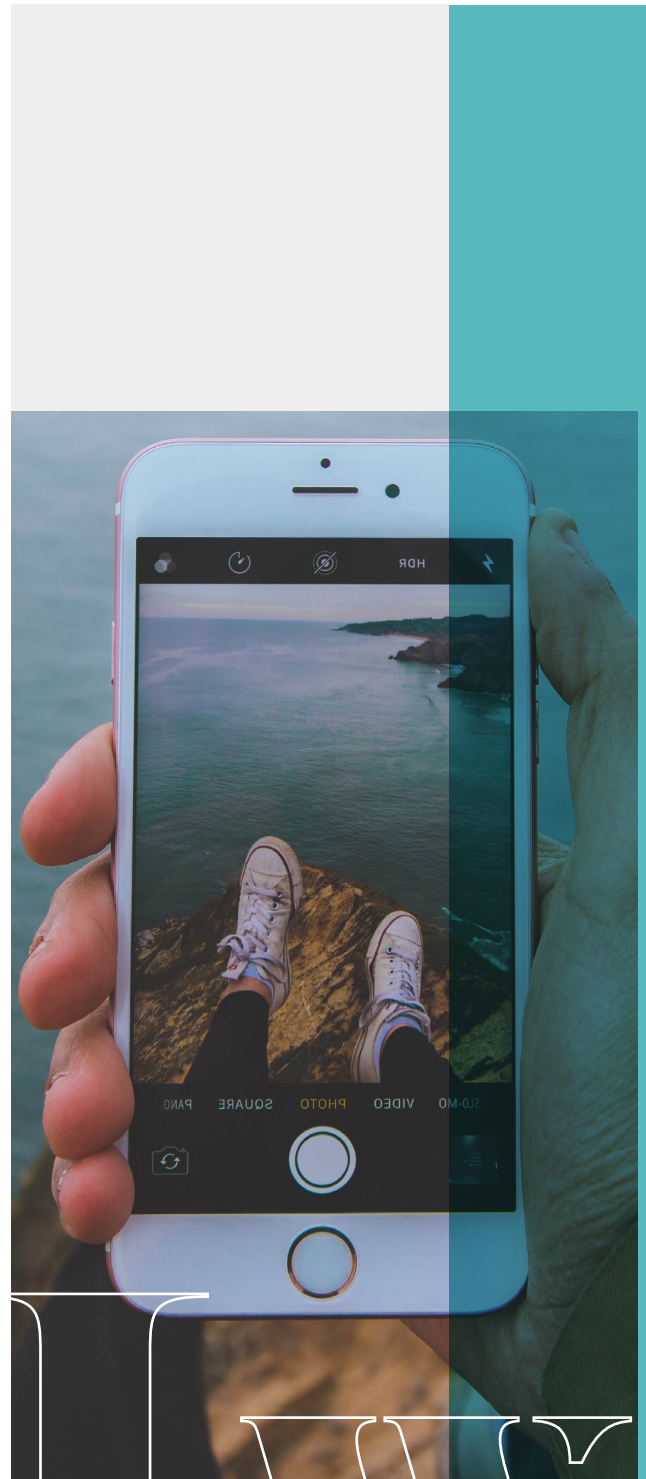
BSBMGT616 • Develop and implement strategic plans

BSBMGT605 • Provide leadership across the organisation

THE WINNING CAMPAIGN

BSBADV602 • Develop an advertising campaign

BSBADV604 • Execute an advertising campaign



Everything you can imagine is real

PICASSO

01. **CAMPUS**

- Sydney Startup Hub
- Melbourne CBD

02. **DURATION**

78 weeks (including term breaks)
6 terms (10 weeks per term)
1800 hours

03. **EMPLOYMENT OPPORTUNITIES**

- Marketing Director
- Marketing Strategist
- National, regional, or global
- Marketing Manager

04. **ENTRY REQUIREMENTS**

- Successful completion of all core units in BSB52415 Diploma of Marketing and Communication
- Must be at least 18 years of age at course commencement
- International learners must demonstrate they hold an IELTS 5.5 with no skills band less than 5 or equivalent

Information provided is current as at the date listed below, and may be subject to change. Date: 03.10.2019

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