

BSB40820

Certificate IV in Marketing and Communication



Build a solid foundation in marketing and communications and launch your career in a high-growth, creative industry.

COURSE LENGTH

4 terms full-time (approx. 1 year)

8 terms part-time (approx. 2 years)

Part-time option only available for domestic students.

CAMPUS

Brisbane, Gold Coast, Melbourne, Sydney CBD, Bondi and Manly

DELIVERY

Face-to-face, online¹ and blended²



Harness

your creativity and master marketing



Drive

and measure marketing success



Gain

advanced problem-solving skills



Communicate

effectively to target audiences

INTAKE DATES

30 Jan 23

24 Apr 23

17 Jul 23

09 Oct 23

29 Jan 24

22 Apr 24

15 Jul 24

07 Oct 24



1. Up to one-third delivered online for student visa holders
2. Blended option available to domestic students only

ENTRY REQUIREMENTS

ACADEMIC - Successful completion of Australian Year 11 or equivalent.

ENGLISH LANGUAGE PROFICIENCY - Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

PATHWAYS

Students who successfully complete the Certificate IV in Marketing and Communication may continue onto the Diploma of Marketing and Communication at Australian Pacific College, and subsequently continue to our partner universities through our articulation pathways program.

COURSE OVERVIEW & STRUCTURE

The Certificate IV in Marketing and Communication is designed to introduce students to basic marketing concepts while developing a comprehensive understanding of consumer behaviour, leadership skills and networking.

Students who graduate from this qualification will be able to provide leadership and guidance to others with some limited responsibility for the output of others, however graduates will typically report to a more senior marketing practitioner.

COURSE FEES

\$6,000

Application fee: \$150 for international students

HOW TO PAY

Direct debit or credit card before the start date.

ASSESSMENTS

All APC vocational courses are assessed through a combination of assessment types that may include short answer questions, studio projects, essays, reports, group tasks, case studies, role plays, portfolios and/or presentations.

MODES OF DELIVERY

Student visa holders: Face-to-face (up to one-third may be delivered online or by distance)

Domestic students (and other visas): Face-to-face, online and blended options available.

POSSIBLE JOB TITLES RELEVANT TO THIS QUALIFICATION

Direct Marketing Officer
Market Research Assistant
Marketing Coordinator
Marketing Officer
Public Relations Officer

12 SUBJECTS

Marketing Activities

Consumer Behaviour

Complex Documents

Marketing Communication A

Marketing Communication B

Presentation Skills

Marketing Ideas

Fundamentals of Public Relations

Products and Services

Digital Media

Stakeholder Interactions

Creative Collaboration

Note:

- Course and campus availability subject to demand.
- One term is 9 weeks of study.
- For a free assessment of your current English level, please go to apc.edu.au/applications/#entry-tests
- For more info about our University pathways, visit apc.edu.au/courses/#university-pathways

International students: A temporary resident of Australia and/or a resident or citizen of any other country.
Domestic students: An Australian citizen or Australian permanent resident

APC.EDU.AU | INFO@APC.EDU.AU

BSB50620

Diploma of Marketing and Communication

Become a savvy marketing and communications professional with digital and creative thinking skills in order to drive measurable marketing success.

COURSE LENGTH

4 terms full-time (approx. 1 year)

8 terms part-time (approx. 2 years)

Part-time option only available for domestic students.

CAMPUS

Brisbane, Gold Coast, Melbourne, Sydney CBD, Bondi and Manly

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ENTRY REQUIREMENTS

ACADEMIC - Successful completion of BSB40820 Certificate IV in Marketing and Communication or equivalent.

ENGLISH LANGUAGE PROFICIENCY - Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

Domestic VSL - eligible students¹ - Senior Secondary Certificate of Education, or Certificate IV level course delivered in English, or competency at or above Exit Level 3 in the ACSF in both reading and numeracy using an approved English test.

PATHWAYS

Students who successfully complete the Diploma of Marketing and Communication may continue onto the Advanced Diploma of Marketing or Leadership Management course at Australian Pacific College, or may be eligible for advanced standing in courses at universities or other higher education providers through our articulation pathways program.

COURSE OVERVIEW & STRUCTURE

The Diploma of Marketing and Communication reflects the role of individuals who possess a sound theoretical knowledge base in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

COURSE FEES

\$6,000

Application fee: \$150 for international students

HOW TO PAY

Direct debit or credit card before start date.

VET Student Loans available for eligible domestic students.¹

ASSESSMENTS

All APC vocational courses are assessed through a combination of assessment types that may include short answer questions, studio projects, essays, reports, group tasks, case studies, role plays, portfolios and/or presentations.

MODES OF DELIVERY

Student visa holders: Face-to-face (up to one-third may be delivered online or by distance)

Domestic students (and other visas): Face-to-face, online and blended options available.

POSSIBLE JOB TITLES RELEVANT TO THIS QUALIFICATION

Marketing Manager
Marketing Team Leader
Product Manager
Public Relations Manager

11 SUBJECTS

Marketing Communication Plans

Marketing Projects

Marketing Opportunities 1

Marketing Mix

Persuasive Copywriting

Market Research 1

Marketing in a Digital World

Marketing Audit

Analyse Data

Concept Development

International Markets

Note: 1. For domestic students there are a number of ways you may choose to pay for your study at APC: Payment due prior to the census date by direct debit or credit card or by applying for an income contingent loan from VET Student Loans. There are specific student eligibility criteria to qualify for VET Student Loans. For more information on VET Student Loans and our tuition fee schedules see our website apc.edu.au or contact the Department of Education and Training. 1800 020 108 | VETStudentLoans@dese.gov.au | <https://www.dese.gov.au/vet-student-loans>

International students: A temporary resident of Australia and/or a resident or citizen of any other country.
Domestic students: An Australian citizen or Australian permanent resident

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BSB60520

Advanced Diploma of Marketing and Communication



Establish yourself in a dynamic, creative and ever-expanding industry with this advanced level marketing and communication qualification and boost your own entrepreneurial path.

COURSE LENGTH

4 terms full-time (approx. 1 year)

8 terms part-time (approx. 2 years)

Part-time option only available for domestic students.

CAMPUS

Brisbane, Gold Coast, Melbourne, Sydney CBD, Bondi and Manly

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ENTRY REQUIREMENTS

ACADEMIC - Successful completion of BSB50620 Diploma of Marketing and Communication or equivalent.

ENGLISH LANGUAGE PROFICIENCY -

Successful completion of 8 weeks of General English at Upper Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

Domestic VSL - eligible students¹ - Senior Secondary Certificate of Education, or Certificate IV level course delivered in English, or competency at or above Exit Level 3 in the ACSF in both reading and numeracy using an approved English test.

PATHWAYS

Students who successfully complete the Advanced Diploma of Marketing and Communication may be eligible for advanced standing in courses at universities or other higher education providers through our articulation pathways program.

COURSE OVERVIEW & STRUCTURE

The Advanced Diploma of Marketing and Communication reflects the role of individuals who provide leadership and strategic direction in the marketing activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

COURSE FEES

\$6,000

Application fee: \$150 for international students

HOW TO PAY

Direct debit or credit card before start date.

VET Student Loans available for eligible domestic students.¹

ASSESSMENTS

All APC vocational courses are assessed through a combination of assessment types that may include short answer questions, studio projects, essays, reports, group tasks, case studies, role plays, portfolios and/or presentations.

MODES OF DELIVERY

Student visa holders: Face-to-face (up to one-third may be delivered online or by distance)

Domestic students (and other visas): Face-to-face, online and blended options available.

POSSIBLE JOB TITLES RELEVANT TO THIS QUALIFICATION

Marketing director
Marketing strategist
National, regional or global marketing manager

12 SUBJECTS

Marketing Strategy

Marketing Plan

Marketing Processes

Marketing Networks

Marketing Research 2

International Marketing Programs

Advertising Campaigns 1

Advertising Campaigns 2

Innovation 2

Problem Solving

Marketing Budgets

Organisational Digital Strategies

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