



# AUSTRALIAN NATIONAL COLLEGE

## BSB61315 Advanced Diploma of Marketing and Communication

Management and Commerce

CRICOS Course Code 093971A



Marketing

### Course Description

This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications 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 and communications field. Typically they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

### Qualification

Students successfully completing the course will receive the Nationally Recognised qualification; BSB61315 Advanced Diploma of Marketing and Communication.

### Course Duration

This course is offered full time over 2 years including holidays on a full time basis.

### Contact Hours

20 hours per week face to face learning for 80 weeks

*Additionally, students are expected at least **10 hours** of individual study per week not limited to research, learning activities and assessment activities utilising the facilities and resources available at ANC.*

### Tuition Fee

AUD\$18,000

*Fees and Charges are subject to change with prior notice. Material Fee will be charged extra. (\$300 Approximately)*

### Training Location

- Level 1, 58 Franklin Street, Melbourne, VIC 3000  
(Classes as per scheduled timetable)

# BSB61315 Advanced Diploma of Marketing and Communication

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### Entry Requirements

Entry to this qualification is limited to those individuals who:

have completed all core units in BSB52415 Diploma of Marketing and Communication, which are:

- BSBMKG507 Interpret market trends and developments
- BSBMKG523 Design and develop an integrated marketing communication plan
- BSBPMG522 Undertake project work

### Age Requirements

ANC has a requirement that all students must be over 18 years of age at the commencement of course.

### Academic Requirements

To gain entry to this course, applicants should have successfully completed home country equivalent to an Australian Year 12 qualification.

For further information refer to the Equivalent Qualifications on the Victorian Curriculum and Assessment Authority (VCAA) website: <http://www.vcaa.vic.edu.au/Pages/vce/vcercognition/equivalents/equiv-yr12.aspx>

### English Language requirements.

All International Students entering this qualification must have a minimum English Language proficiency level of one of the below:

#### **You should qualify in any one of the following:**

An English Language proficiency level of one of the following:

- IELTS overall band of 5.5 or equivalent internationally recognised exam result in line with DHA regulations;
- TOEFL iBT test score band of 46 equivalent or above;
- PTE Academic band score 42 equivalent or above;
- Cambridge English Advanced (CAE) test score band of 162 equivalent or above;
- OET score band Pass equivalent or above;
- Successful completion of Senior Secondary certificate of education in Australia conducted in medium of English;
- Completion of a full time studies in Australia towards a Certificate III or above;
- English as the first language;
- Satisfactory completion of the EAL course/English language course or satisfactory completion of 10-20 weeks ELICOS from a National ELT Accreditation Scheme (NEAS) Accredited English Institution with an IELTS score of 5.0;
- OR any other form of test which satisfies the Institution.

### Teaching Methods

Teaching is conducted in the classroom. The delivery will include face to face teaching, lectures, discussions, research, learning activities, group work.

### Assessments

Assessments comprise of questions, projects, case studies, reports, activities.

### Course Structure

#### Units of Competency

##### Units from BSB52415 Diploma of Marketing and Communication

- BSBMKG507 Interpret market trends and developments
- BSBMKG523 Design and develop an integrated marketing communication plan
- BSBPMG522 Undertake project work

Note: Students who do not have the 3 cores units of BSB52415 Diploma of Marketing and Communication mentioned above, will have to complete those units before the start of actual course units as per below.

**(12 Units including 3 core & 9 elective units)**

#### Code Title

##### Core Units

- BSBADV602 Develop an advertising campaign
- BSBMGT616 Develop and implement strategic plans
- BSBMKG609 Develop a marketing plan

##### Elective Units

- BSBMKG603 Manage the marketing process
- BSBMKG607 Manage market research
- BSBMKG608 Develop organisational marketing objectives
- BSBMGT605 Provide leadership across the organisation
- BSBMGT608 Manage innovation and continuous improvement
- BSBRSK501 Manage risk
- BSBINN601 Lead and manage organisational change
- BSBSUS501 Develop workplace policy and procedures for sustainability
- BSBMGT617 Develop and implement a business plan

**anc.vic.edu.au**  
**Australian National College Pty. Ltd.**

Level 1, 58 Franklin Street Melbourne Victoria 3000 AUSTRALIA  
Ph + 61 3 9662 3300 | E [admissions@anc.vic.edu.au](mailto:admissions@anc.vic.edu.au)

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