BSB52415 Diploma of Marketing and Communication

Learn to achieve business goals by evaluating and catering to the consumer behaviour of your target market. Our Diploma of Marketing and Communication equips individuals with the skillset they require in developing marketing strategies, conducting market research, and communicating with a prospective market in the digital world to successfully accomplish business objectives.

Why Upskilled?

- 100% online. Study anytime, anywhere.
- Nationally accredited qualifications
- Dedicated support for each participant

Detail

This qualification is best suited to marketing professionals who have already had prior experience in their field and are looking to sharpen their professional competitive edge. Students will learn to plan and direct marketing activities, identify and evaluate market trends, develop social media strategies, and more. Once qualified, individuals can seek opportunities in managerial roles within the marketing or public relations field.

Course structure

The course is conducted over a 12 month period; within a self-paced online learning environment. Upskilled uses MyUpskilled to manage the delivery and assessment of your course. This means you can learn at your own pace.

Entry requirements

Successful completion of all core units in a Certificate IV in Marketing & Communication or equivalent competencies:
- BSBCRT401 Articulate, present and debate ideas
- BSBMKG417 Apply marketing communication across a convergent industry
- BSBMKG418 Develop and apply knowledge of marketing communication industry
- BSBMGT407 Apply digital solutions to work processes

Students will need access to a computer, and the internet, and have basic computing skills. A Language Literacy and Numeracy skills assessment may be required before enrolment can be confirmed.

In partnership with Lynda.com®

For more information on other elective units available in this course, please contact one of our Education Consultants.

www.upskilled.edu.au  Call 1300 009 924  info@upskilled.edu.au
upskilled Pty Ltd  ABN 14 125 906 676  RTO 40374
BSB52415
Diploma of
Marketing and Communication

My Upskilled trainers were great, and I really found that the contents of the course were very interesting and useful.

Tomomi Iwasaki
Certificate IV in Marketing and Communication

Inclusions

Upskilled courses include specialised learning materials, and access to:
- Upskilled's fully customised online learning platform, MyUpskilled
- Student Rewards Program
- Student Support services
- your trainer via the trainer/student messaging system
- webinars; both live and recorded sessions
- video content access via:
  - Lynda.com

Recognition of Prior Learning (RPL)

Work experience or formal qualifications you have may count towards your course. If you have previously undertaken study at a recognised institution or have some relevant work experience, you might gain credit towards specific units in a course; shortening the time you have to study. You can send your application for Credit Transfer or RPL during the enrolment process.

Assessment

Upskilled takes evidence gathered from a variety of sources to deem a student as competent. Assessment processes might include some or all of the following:
- Recognition of Prior Learning and/or credit transfer
- summative and formative assignments
- written reports and/or portfolio assessments
- scenarios and/or case studies
- projects
- written/oral questions
- regular training and assessment contact will be maintained by Upskilled in conjunction with the participant and their employer (where applicable). Critical dates during the program will be identified for participants to ensure compliance to assessment due dates, and attendance at monthly webinars as required.

Outcomes

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:
- Marketing manager
- Marketing team leader
- Product manager
- Public relations manager

Additionally, this qualification could give you several career and/or further study outcomes. After completing this course, you could explore some of the following outcomes.

Career outcomes

For more information on other elective units available in this course, please contact one of our Education Consultants.
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Frequently asked questions

Q How does the Student Rewards program work?

Q What video content is available to help me with my course?

Q What is work placement?

Marketing Officer

Salary
$55,000 - 72,000 annually

Market Research Assistant

Salary
$46,000 - 56,700 annually

Digital Marketing Strategist

Salary
$64,300 - 83,000 annually

Marketing Manager

Salary
$77,000 - 121,200 annually

Subjects

This qualification consists of the below units of competency. All competencies must be successfully completed to attain the qualification.

BSBMKG507
Interpret market trends and developments

BSBMKG533
Design and develop an integrated marketing communication plan

BSBPMG522
Undertake project work

BSBMKG501
Identify and evaluate marketing opportunities

BSBMKG502
Establish and adjust the marketing mix

BSBMKG506
Plan market research

BSBMKG508
Plan direct marketing activities

BSBMKG509
Implement and monitor direct marketing activities

BSBMKG510
Plan e-marketing communications

BSBMKG527

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Why Upskilled?

- 100% online. Study anytime, anywhere.
- Nationally accredited qualifications
- Dedicated support for each participant

Flexible payment

Upskilled offers three flexible payment options for students. Enquire now for more information on payment methods and government funding.

- Pay up-front - Save 15%
  $5,200 down to $4,420
- Up to 24 months interest free with Get started for just $50 a week

- This course is eligible for government funding:
  - Smart and Skilled (NSW)

Entry requirements

Successful completion of all core units in a course. This means you can learn at your own pace.

Assessment

A Language Literacy and Numeracy skills assessment may be required before enrolment can be confirmed.

Recognition of Prior Learning (RPL)

Details of RPL assessment criteria, course outcomes, and RPL assessment methods can be found in the Student Handbook or in other course documentation.

Inclusions

- Upskilled takes evidence gathered from a variety of sources to deem a student as successfully completed to attain the qualification.
- Work experience or formal qualifications you have may count towards your course. If you have completed a related course, your credits may count towards this course.
- Upskilled courses include specialised learning materials, and access to: written reports and/or portfolio assessments, summative and formative assignments, video content access via: Upskilled's fully customised online learning platform, MyUpskilled.

After completing this course, you could explore some of the following outcomes.

- Students will learn to plan and direct marketing activities, identify and evaluate market trends, establish and adjust the marketing mix, implement and monitor direct marketing activities, implement and monitor marketing activities, plan direct marketing activities, plan market research, plan social media engagement.

- Possible job titles relevant to this qualification are Marketing Strategist, Product Manager, Marketing team leader, Marketing Officer, Marketing Assistant, Market Research Assistant, Digital Marketing Manager, Marketing Manager, Public relations manager, Marketing team leader.

- Students may be paid $16,000 - 28,400 annually, $34,000 - 47,000 annually, $46,000 - 56,700 annually, $55,000 - 72,000 annually, $64,300 - 83,000 annually, $77,000 - 121,200 annually.

Career outcomes

Students may work in managerial roles within the marketing or public relations field.

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For more information on other elective units available in this course, please contact one of our Education Consultants.
Upskill for the career you love

www.upskilled.edu.au
Who we are

Your goals are our goals

Since opening our doors in 2009, we’ve built a reputation for helping people achieve their professional development goals by offering a full-service online study experience that readily tailors to individual needs, at any point in their career.

We lead because we listen

We make sure to listen to industry contacts to understand the skills that graduates need to thrive. We listen to our course instructors when they pioneer new ways of making online learning environments more effective.

Most importantly, we listen to you—individuals investing in their future by taking charge of their own career.
More than 80 qualifications across key industry sectors

Accounting and Finance
Administration and Business
Community Services
Education
Events and Tourism
Human Resources
Information Technology
Logistics
Management
Marketing
Project Management
Retail
Sales and Customer Contact
Workplace Health and Safety
Online Short Courses
Get recognised

You can leverage your previous study and relevant work experience to accelerate your qualification through RPL. Plus, we have articulation agreements with a number of Australian universities, so certain diplomas earned through Upskilled can give you up to a year of study credit towards a bachelor degree.

Exclusive video content

To assist learner progress, Upskilled provides full and free access to the Lynda.com video training library (selected qualifications). Those studying for an IT qualification with Upskilled are also supported via Pluralsight, a digital resource incorporating more than 3,000 virtual teaching sessions.

Dedicated trainers

Highly qualified and industry experienced, our course instructors guide you through every course component to ensure that theory translates into the practical expertise that employers prize.
Nationally accredited

We are an RTO with over 80 nationally accredited qualifications in Management, Business, IT, WH&S, Finance & Accounting, Project Management, Customer Contact, HR, Community Services, Education, Retail, Marketing, Childcare, Events, Logistics and more.

Online

All courses are available online and can be accessed via the online learning platform anytime, due to our rolling start dates. Having the option to access training materials and tasks anytime, anywhere means you can easily find the perfect work, life and study balance.

Flexible payments

Select from a range of interest-free payment plans or pay upfront to receive a 15% discount. Partnering with Upskilled for a professional qualification can cost from as little as $22 per week.

Support to succeed

In addition to your dedicated trainer, Upskilled also has a support staff team available to assist should you need it, located here in Australia.
Online learning

Superior content meets innovative delivery
The MyUpskilled learning portal offers a customised study environment that combines timeless adult learning principles with digital learning aids.

We’ve evolved the online learning experience to another level with training modules that are interactive, integrated, and available whenever and wherever you are.

How does online learning work?
Upskilled supports you every step of the way. Your dedicated trainer will monitor your progress and mentor you throughout your course. Get feedback on assignments, reach your trainer via phone, email or your learning portal, and invest in your professional skills training with total confidence.
Real outcomes

Your passport to professional acceleration

Upskilled qualifications will enhance your resume, keep your skills current and fill the gaps in your knowledge base. This allows you to broaden your skill set, seek internal promotion or enhance your earning capabilities.

For those looking to make a lateral move between industry sectors, Upskilled qualifications are an invaluable tool for enabling the transition— one that speaks loud and clear to potential employers.

Customised training for your unique business

Let us design a customised course for your business needs. Explore your government funding options and get advice on filling vital knowledge gaps.

Contact us on 1300 009 924 to make an enquiry or get a quote.
Flexible payment options

Option 1 - Pay upfront to receive 15% off

When you choose to pay upfront, you receive a discount on your course fees. Check the course page of the qualification you are interested in, to see pay-by-the-week, and upfront payment costs.

Option 2 - Study now, pay later

Upskilled students are offered 24 month interest-free payment plans for eligible courses. This means you don’t need to make a deposit, and you will incur no interest for 24 months. You can get started for as little as $27 a week!

Upskilled has teamed up with Zip to offer you flexible weekly, fortnightly or monthly interest-free payment plans, allowing you start studying now without the financial burden!

Option 3 - Upskilled payment plan

Upskilled also offers its own weekly or monthly payment plans. These plans are payable over a 12 month period and require an upfront enrolment fee. Contact us for more details.

Option 4 - Government subsidised training

Depending on the state or territory you reside in (and varying eligibility criteria), you may be eligible for various forms of government funding or incentives potentially saving thousands of dollars on a course. Head to the government funding FAQ section for more detailed information.
4 reasons to Upskill today

Get the skills that take you places

We collaborate with experts and industry leaders in every field of study to compile the most modern, up-to-date course material in the Australian business landscape.

Delivery that comes to you

We’re digital, through and through. Upskilled is an expert in the online delivery mode of learning, with dedicated help desk support and education partners who are respected leaders in their fields.

Balance that helps you thrive

We know you’re busy, so we design our online courses to be fully flexible, and self-paced so you can fit your study around your life.

Results that make life better

Upskilled courses build confidence and fuel career aspirations. They are expressly designed to enhance job satisfaction, boost salary expectations, and accelerate your professional progression.
Now's the time to speak to an education consultant about your career options by calling 1300 009 924 or visit our website

www.upskilled.edu.au