The Diploma of Marketing is appropriate for those who have already worked in a managerial role for at least 12 months. This qualification will provide a sound theoretical knowledge base in marketing management to ensure marketing functions are effectively conducted within an organisation or business area. Learn to identify and evaluate marketing opportunities, manage the marketing mix, conduct marketing research, manage direct marketing initiatives, plan e-marketing communications and more!

Who Should Attend
This qualification 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. Relevant job roles include: Marketing manager, marketing team leader, product manager and public relations manager.

Course Structure
The Diploma of Marketing is delivered by expert trainers in one of three delivery methods: online, classroom, or blended.

Online Learning Format
The online training program provides access to a fully customised e-learning environment, MyUpskilled. MyUpskilled includes powerpoint resources, reading materials, discussion boards, forums, access to assessments, resources, videos (including access to the Lynda.com video training library) and blogs. The course is conducted over a 8 month period with one unit of competency expected to be completed each month.

Classroom Format
Our classroom delivery requires attendance at 8 x full day (9am-4pm) face-to-face workshops scheduled across a 8 month period with one unit of competency completed each month. This format allows participants sufficient time between and after workshops to undertake self-directed learning, assignments, and out-of-class assessment. Workshops engage participants in active discussion, problem-solving exercises, networking opportunities and presentations related to building the skills and experience necessary to undertaking a broad range of marketing functions across a variety of professional contexts. The location of classroom training is typically delivered institutionally.

Blended Classroom/Online Format
The blended training format is scheduled over a 8 month period with one unit of competency completed each month. There are typically 4 x full day (9am – 4pm) face to face workshops scheduled during the 8 month period.
Prerequisites

There are no formal prerequisites for this qualification.

Recognition of Prior Learning (RPL)

RPL is available for each Unit of Competency based on relevant workplace experience, formal training, or other expertise. To apply for RPL, please submit documentation in portfolio form for evaluation by Upskilled assessors.

Inclusions

- Access to fully customised online learning platform, MyUpskilled
- Access to the Student Support Services (Help desk) where students can receive support and assistance in the use of the LMS as well as any administration enquiries
- Regular contact with their trainer via email, telephone and/or LMS communication tools
- Trainer/Student Messaging System
- Webinars - both live and recorded sessions
- Unlimited access to world leading video training provider Lynda.com
- Access to Upskilled’s Student Rewards Program

Course Outline

The following Units of Competency as identified in the National Business Services Training Package must be successfully completed to attain the Diploma of Marketing.

<table>
<thead>
<tr>
<th>UNIT CODE</th>
<th>UNIT DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>BSBMKG501B</td>
<td>Identify and evaluate marketing opportunities</td>
</tr>
<tr>
<td>BSBMKG502B</td>
<td>Establish and adjust the marketing mix</td>
</tr>
<tr>
<td>BSBMKG506B</td>
<td>Plan market research</td>
</tr>
<tr>
<td>BSBMKG507A</td>
<td>Interpret market trends and developments</td>
</tr>
<tr>
<td>BSBMKG508A</td>
<td>Plan direct marketing activities</td>
</tr>
<tr>
<td>BSBMKG509A</td>
<td>Implement and monitor direct marketing activities</td>
</tr>
<tr>
<td>BSBMKG510B</td>
<td>Plan e-marketing communications</td>
</tr>
<tr>
<td>BSBMKG514A</td>
<td>Implement and monitor marketing activities</td>
</tr>
</tbody>
</table>

How to Apply

Whether you’re inquiring as an individual, or as a manager acting on behalf of one or more employees, the easiest way to apply is to contact Upskilled:
- Select from more than 80 nationally accredited certificate and diploma courses
- Complete an application form at www.upskilled.edu.au
- Submit the form and an Upskilled Education Manager will contact you.