DIPLOMA OF MARKETING (BSB51207)

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.

Our online program provides full access to our customised online learning environment, MyUpskilled. The online program is conducted over a 12 month period and employs an approach that blends distance and online education in the management and delivery of learning resources. MyUpskilled features, powerpoint resources, reading materials, discussion boards, forums, access to assessments, resources, videos and blogs. Students receive regular training and assessment contact throughout the course.

Our classroom delivery requires attendance at 6 x full day workshops scheduled across 9 months of this 12 month program. This format allows students sufficient time between and after workshop completion 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 for undertaking a broad range of marketing skills across a wide variety of contexts.

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
Upskilled courses include detailed learning materials, assessments, and certification upon successful completion. Lunch and refreshments are included for classroom workshops, while online trainer support is included for online delivery.
Other Related Qualifications
1. Certificate IV in Marketing

Course Outline
The BSB51207 Diploma of Marketing qualification comprises 8 units of competency from the Business Services Training Package. Successful completion of this program will result in the issuance of a Certificate for BSB51207 Diploma of Marketing. Those participants who do not successfully complete the full program will be issued with a Statement of Attainment for any unit/s of competency they have been deemed competent in.

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<tr>
<th>UNIT CODE</th>
<th>UNIT DESCRIPTION</th>
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<tbody>
<tr>
<td>BSBMKG501B</td>
<td>Identify and evaluate marketing opportunities</td>
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<tr>
<td>BSBMKG502B</td>
<td>Establish and adjust the marketing mix</td>
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<tr>
<td>BSBMKG506B</td>
<td>Plan market research</td>
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<td>BSBMKG507A</td>
<td>Interpret market trends and developments</td>
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<td>BSBMKG508A</td>
<td>Plan direct marketing activities</td>
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<tr>
<td>BSBMKG509A</td>
<td>Implement and monitor direct marketing activities</td>
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<td>BSBMKG510B</td>
<td>Plan e-marketing communications</td>
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<tr>
<td>BSBMKG514A</td>
<td>Implement and monitor marketing activities</td>
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Course Fees and Payment Options
The diploma has a total course fee of $9,000 under VET FEE-HELP. For further details on VET FEE-HELP and for the full fee schedule please visit [www.upskilled.edu.au/vet-fee-help](http://www.upskilled.edu.au/vet-fee-help)

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 50 nationally accredited certificate and diploma courses
- Complete an application form at [www.upskilled.edu.au](http://www.upskilled.edu.au)
- Submit the form and an Upskilled Education Manager will contact you.

This qualification is delivered via an auspicing agreement with TrainSmart, RTO: 51771