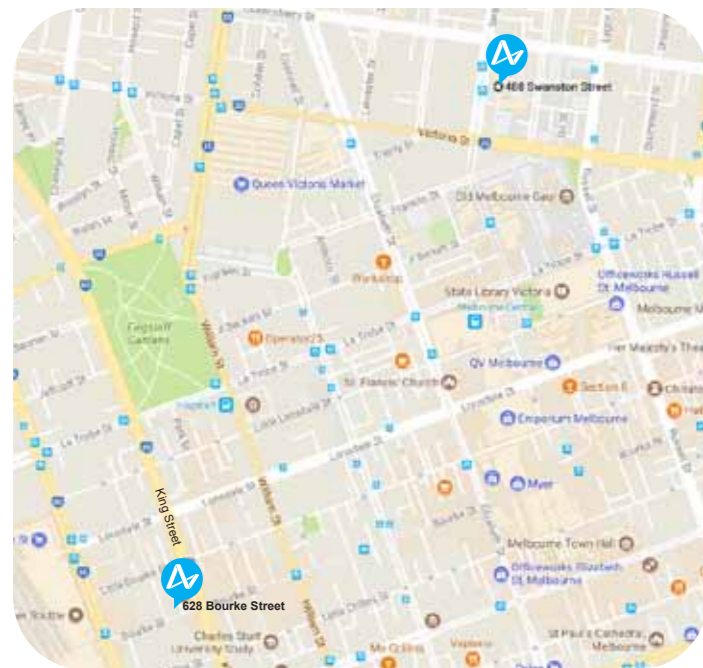


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V01 MARCH 2018

**MARKETING**





## MARKETING

In today's business, marketing plays a vital role in understanding consumers and markets to enable companies to make more profitable and more effective decisions. In every sector of the economy, public, private or not for profit, marketing is critical to the success of every business.

Managing the marketing process requires certain knowledge of both the marketplace and the implications of the marketing mix.

Our nationally recognised courses provide you with this knowledge.

The courses will enable you to achieve your ambitions easily and provide access to positions in the various sectors of the industry such as Advertising, Direct Marketing, Promotion Marketing and Marketing Research.

### COURSE INFORMATION

Our Marketing courses have been developed according to the requirements of the Business Services Training Package (BSB15), in consultation with our industry partners and have been approved for delivery by the Australian Skills Quality Authority (ASQA). They are nationally recognised qualifications within the Australian Qualifications Framework (AQF).

#### STUDY PATH

Training is delivered in stages which correspond to AQF Levels IV - VI. The preferred pathway for a qualification is for students to complete the requirements of the previous level qualification before progressing to the next level – thereby achieving more than one qualification.

Applicants without the previous level qualification will be considered if they have relevant qualification and/or vocational experience.

We aim to equip our graduates with the necessary skills and knowledge to enable them to successfully satisfy the demands of the workplace.

#### COURSE DELIVERY & ASSESSMENT METHODS

Delivery and assessment strategies are selected to reflect the nature of the elements and performance criteria of the competency together with the needs and learning style of the participants. Qualifications are delivered over 20 hours per week, 16 hours face-to-face and 4 hours online learning.

Assessment methodology may include but is not limited to: observation, project/report, case study, role play, exercises, activities; and written/oral tasks including multiple choice questions and short answers, essays, true/false and presentations.

#### ACADEMIC YEAR / START DATES

Don't miss out on your intake dates. There are 40 teaching weeks per annum with the year being divided into 4 terms of 10 weeks each. The academic year begins in January and ends in December. Primary intakes are at the beginning of each term.

YEAR	TERM 1 INTAKES		TERM 2 INTAKES		TERM 3 INTAKES		TERM 4 INTAKES	
	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM
2018	08 JAN	19 FEB	09 APR	14 MAY	02 JUL	06 AUG	24 SEP	29 OCT
2019	14 JAN	18 FEB	15 APR	13 MAY	08 JUL	05 AUG	30 SEP	28 OCT

Choice of subjects may be limited in mid-term intakes

#### ENTRY REQUIREMENTS

Year 11 or equivalent certificate of senior secondary education.

Recommended English Level: IELTS 5.5 or equivalent (If the level of English is insufficient, a suitable course can be organised.)

Age Requirements: Minimum 18 years of age

#### OTHER FEES

Administration Fee (Non-refundable):  
 > **A\$ 200**

Access Card Fee (Refundable)  
 > **A\$ 100**



## MARKETING



Qualification	Unit Code	Unit Name	Tuition Fee / Duration		
<b>Certificate IV in Marketing and Communication (BSB42415)</b>  CRICOS Course Code 094964C	BSBCMM401	Make a presentation	<b>A\$ 2,000 per term</b>  <b>2 Terms</b> 6 months / 20 college weeks		
	BSBCRT401	Articulate, present and debate ideas			
	BSBMGT407	Apply digital solutions to work processes			
	BSBWRT401	Write complex documents			
	BSBMKG401	Profile the market			
	BSBMKG408	Conduct market research			
	BSBPRO401	Develop product knowledge			
	BSBMKG417	Apply marketing communication across a convergent industry			
	BSBMKG418	Develop and apply knowledge of marketing communication industry			
	CUAWRT401	Edit texts			
	BSBMKG419	Analyse consumer behaviour			
BSBMKG409	Design direct response offers				
<b>Exit with Certificate IV</b>	<b>Vocational/ Employment Outcome</b>	Entry level Marketing Officer, Customer Service Advisor, Office Administration Assistant, Sales Employee			
<b>Diploma of Marketing and Communication (BSB52415)</b>  CRICOS Course Code 094965B	BSBMKG523	Design and develop an integrated marketing communication plan	<b>A\$ 2,000 per term</b>  <b>3 Terms</b> 9 months / 30 college weeks		
	BSBADV503	Coordinate advertising research			
	BSBADV507	Develop a media plan			
	BSBMKG510	Plan e-marketing communications			
	BSBMKG507	Interpret market trends and developments			
	BSBDES602	Research global design trends			
	BSBMKG501	Identify and evaluate marketing opportunities			
	BSBPMG522	Undertake project work			
	BSBMKG506	Plan market research			
	BSBMKG508	Plan direct marketing activities			
	BSBMKG514	Implement and monitor marketing activities			
	BSBMKG515	Conduct a marketing audit			
	<b>Exit with Diploma</b>	<b>Vocational/ Employment Outcome</b>		Marketing Assistant, Public Relations Assistant, Marketing Research Assistant, Project Coordinator, Assistant Product Manager, Assistant Marketing Manager, Assistant Sales Executive	
	<b>Advanced Diploma of Marketing and Communication (BSB61315)</b>  CRICOS Course Code 094966A	BSBADV602		Develop an advertising campaign	<b>A\$ 2,000 per term</b>  <b>3 Terms</b> 9 months / 30 college weeks
		BSBADV603		Manage advertising production	
BSBADV604		Execute an advertising campaign			
BSBADV605		Evaluate campaign effectiveness			
BSBMKG523		Design and develop an integrated marketing communication plan			
BSBMKG605		Evaluate international marketing opportunities			
BSBMKG606		Manage international marketing programs			
BSBMKG608		Develop organisational marketing objectives			
BSBMKG611		Manage measurement of marketing effectiveness			
BSBMKG609		Develop a marketing plan			
BSBMGT616		Develop and implement strategic plans			
BSBMGT605		Provide leadership across the organisation			
<b>Exit with Advanced Diploma</b>		<b>Vocational/ Employment Outcome</b>	Marketing Assistant, Marketing Coordinator, Public Relations Assistant, Product Manager, Account Manager, Project Coordinator		
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