



VET FEE-HELP Approved Course



NATIONALLY RECOGNISED
TRAINING

BSB51215 Diploma of Marketing

WHAT IS THE QUALIFICATION ABOUT?

This qualification reflects the role of individuals working in a variety of marketing roles across different industry sectors that possess a sound theoretical knowledge base and demonstrate a range of managerial skills. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

COURSE ENTRY REQUIREMENT

There are no training package entry requirements for this qualification.

New England College entry requirements include:

- Candidates are to complete a Language Literacy and Numeracy assessment at application for admission which is used to determine the level of support (if any) that may be required or adjustment needed to the training plan on enrolment.
- Two enrolment streams, including:
 - Blue Stream - Accelerated Program
 - To access enrolment into the accelerated program requires the student to either be working or have experience in the Marketing sector.
 - Green Stream – New Entry:
 - Where a student has no experience in the Marketing sector, students are not eligible for accelerated program enrolment.

New England College entry requirements for student's wanting to take up a VET FEE-HELP loan option are required to access and read the VET FEE-HELP Student information handbook and must be able to meet the VET FEE-HELP Eligibility requirements.

Students are only able to access and apply for VET FEE-HELP 48 hours after confirmation of enrolment with New England College.

CERTIFICATE ISSUE

A certificate is issued where all 8 units have been deemed competent. A statement of attainment is issued when only some units are deemed competent and the course is not completed in full.

Issuing of your certificate and or statement of attainment occurs within 30 days of last unit being deemed competent; however this may be delayed in the event that you have not provided your Unique Student Identifier (USI) or you have outstanding debts not finalised.



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QUALIFICATION RULES AND UNITS OF COMPETENCY

8 units in total: 8 elective units

The following lists of units of competency have been selected as being an appropriate combination and suitable for industry required outcomes. *Elective can be chosen according to the requirement of the clients*

Unit Code	Unit Title
BSBMKG506	Plan market research
BSBMKG507	Interpret market trends and developments
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG514	Implement and monitor marketing activities
BSBSLS501	Develop a sales plan
BSBMKG409	Design direct response offers
BSBMKG510	Plan e-marketing communications

HOW LONG WILL IT TAKE?

Refer to the VET FEE-HELP Course Schedule

- Blue Stream: Duration – 30 weeks
- Green Stream – Duration – 52 weeks

The completion time will vary depending upon the individual learner, the Stream enrolment, delivery mode, and whether or not Credit Transfers or Recognition of Prior Learning (RPL) applies.

DELIVERY AND ASSESSMENT

Training and Assessment will be conducted through a combination of a blended learning environments. Both knowledge and practical assessments are required to be completed with a competent outcome for each unit to achieve your certificate.

Blended environments may be a combination of classroom / workshop sessions and or distance / online. This may vary to suit individual learner needs.

CAREER OUTCOMES

Employment outcomes targeted by this qualification may include:

- ✓ Marketing manager
- ✓ Marketing team leader
- ✓ Product manager
- ✓ Public relations manager

PATHWAYS TO FURTHER STUDY

After completing this course, you could enrol into the Advanced Diploma of Marketing or go onto higher education.

FEES AND CHARGES

Refer to our fees and charges brochure.

VET FEE-HELP Student loan applies to this course.

ENROLMENT

Enrol either online or contact our Admissions Officer

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