



VET FEE-HELP Approved Course



NATIONALLY RECOGNISED
TRAINING

BSB60515 Advanced Diploma of Marketing

WHAT IS THE QUALIFICATION ABOUT?

This qualification reflects the role of individuals working as marketing directors, marketing strategists and national, regional or global marketing managers. Individuals in these positions provide leadership and strategic direction in the marketing activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

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: 4 core units + 4 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
BSBMKG608	Develop organisational marketing objectives
BSBMKG607	Manage market research
BSBMKG609	Develop a marketing plan
BSBMKG603	Manage the marketing process
BSBINN601	Lead and manage organisational change
BSBRK501	Manage risk
BSBMKG605	Evaluate international marketing opportunities
BSBMKG606	Manage international marketing programs

HOW LONG WILL IT TAKE?

Refer to the VET FEE-HELP Course Schedule

- Blue Stream: Duration – 30 weeks
- Green Stream – Duration – 78 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 Director
- ✓ Regional or National Marketing Director
- ✓ Marketing Strategist

PATHWAYS TO FURTHER STUDY

After completing this course, you may choose to progress to higher level education or work in industry.

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 Officers

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