

Get down to **business** with **Contour College**

BSB52415

Diploma of **Marketing** and **Communications**

Our **Marketing** course provides an opportunity to enhance marketing management skills across a wide variety of business functions, including managing resources and planning strategies for marketing campaigns.

This nationally recognised qualification combines the practical and theoretical skills needed to identify new and emerging opportunities for the business.



Subjects offered in this course:

BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
BSBMKG501	Identify and evaluate marketing opportunities
BSBADV503	Coordinate advertising research
BSBADV507	Develop a media plan
BSBADV509	Create mass print media advertisements
BSBCRT501	Originate and develop concepts
BSBFIM501	Manage budgets and financial plans
BSBPUB503	Manage fundraising and sponsorship activities
BSBWRT501	Write persuasive copy
BSBADM502	Manage meetings



Australian Government

VET **Student Loans**



Call us on **02 4353 0815**.
Our Course Advisors will help you to choose the course that is right for you and explain more about VET Student Loans.



DIPLOMA COURSES with **VET Student Loans**

Study now and pay later with our Diploma Courses.
Get the qualifications you need with business training from **Contour College**.

We offer a range of courses to suit your lifestyle and help you on your path to success. From small business basics to management – we can help you get more out of your career.

contourcollege.com.au

RTO ID # 90504

Course information from **Contour College**



VET Student Loans

Contour Systems Pty Ltd (ABN 54-069-990-521)

VET Student Loans available to approved applicants

Contact us 02 4353 0815 to find out if you are eligible to apply



BSB52415 - Diploma of Marketing and Communications

This course is delivered by Contour College (RTO ID: 90504)

Course Duration:

44 weeks

Course Description:

This qualification provides an opportunity to enhance marketing management skills across a wide variety of business functions. Using technology to the best advantage, managing resource acquisition, planning and dealing with contingencies for complex marketing campaigns. A solid theoretical knowledge base will include working effectively to identify new and emerging opportunities for the business and ensuring projects are financially viable.

Career Opportunities:

Marketing Manager, Marketing Team Leader, Product Manager, Store Owner, Salon Owner

Pre-requisite for this course is 5 core units from the Certificate IV in Marketing must be completed (Cert IV Marketing BSB42415)

Course Structure:

A total of 12 units are required to complete this qualification

Course units on offer:

- SEE REVERSE SIDE Full list of Course Units and Codes

Study Options:

On-line with face-to-face support or a mix of blended learning

Course tuition fees:

AU\$6,500 with access to \$5,000 through VET Student Loan Scheme.
\$3000 Top Up Payment can be made over duration of course.

Delivery Locations:

- New South Wales
- QLD
- Victoria
- ACT
- SA



Contour College engages external support to assist in the marketing and distribution of course materials.
All other services will remain the responsibility of Contour College.
For more student related information visit our website: contourcollege.com.au