



# MARKETING & COMMUNICATION

**Provide leadership and strategic direction in the marketing and communications activities of an organisation.**

## CERTIFICATE IV IN MARKETING & COMMUNICATION

CRICOS CODE: 105530A | COURSE CODE: BSB40820

This qualification is suitable for those who possess developed marketing and communication skills, and a broad knowledge base in a wide variety of contexts.

Sydney City, Melbourne, Gold Coast, and Adelaide

Duration: 6 Terms

## DIPLOMA OF MARKETING & COMMUNICATION

CRICOS CODE: 105532K | COURSE CODE: BSB50620

This qualification applies to individuals with a sound theoretical knowledge base in marketing and communication.

Sydney City and Melbourne

Duration: 6 Terms

## ADVANCED DIPLOMA OF MARKETING & COMMUNICATION

CRICOS CODE: 105535G | COURSE CODE: BSB60520

This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communication activities of an organisation.

Sydney City and Melbourne

Duration: 6 Terms

## BSB40820 CERTIFICATE IV IN MARKETING & COMMUNICATION

BSBCMM411	Make presentations	BSBMKG442	Conduct e-marketing communications
BSBCRT412	Articulate, present and debate ideas	BSBTWK401	Build & maintain business relationships
BSBMKG433	Undertake marketing activities	BSBMKG437	Create & optimise digital media
BSBMKG435	Analyse consumer behaviour	SIRXECM002	Prepare digital content
BSBMKG439	Develop & apply knowledge of communications industry	SIRXOSM005	Develop a basic website for customer engagement
BSBWRT411	Write complex documents	BSBTEC303	Create electronic presentations

### ENTRY REQUIREMENTS:

- Be a minimum of 18 yrs. of age
- Year 12 (higher school certificate) or equivalent
- Have an IELTS or equivalent score of 6.0 and with no less than 5.5 in any band
- Access to a computer, laptop or tablet and internet for home and classroom use

*Note: Equivalent Year 12 for International Students is educational equivalent in home country or International Baccalaureate.*



**CAREER OUTCOMES: DIRECT MARKETING OFFICER | ASSISTANT ACCOUNT MANAGER IN ADVERTISING | MEDIA ASSISTANT | MARKETING COORDINATOR**

## BSB50620 DIPLOMA OF MARKETING & COMMUNICATION

BSBMKG541	Identify & evaluate marketing opportunities	BSBMKG544	Plan & monitor direct marketing activities
BSBMKG542	Establish & monitor the marketing mix	BSBCMM511	Communicate with influence
BSBMKG552	Design & develop marketing communication plans	BSBMKG543	Plan & interpret market research
BSBMKG555	Write persuasive copy	BSBPEF501	Manage personal & professional development
BSBPMG430	Undertake project work	BSBCRT512	Originate & develop concepts
BSBMKG550	Promote products & services to international markets	BSBTEC404	Use digital technologies to collaborate in a work environment

### ENTRY REQUIREMENTS:

- Be a minimum of 18 yrs. of age
- Minimum of Year 12 (Higher School Certificate) or equivalent; and
- Hold BSB42415 Certificate IV in Marketing and Communications, or
- Hold the following units (or equivalent competencies):
  - BSBCMM411 Make presentations
  - BSBCRT412 Articulate, present and debate ideas
  - BSBMKG433 Undertake marketing activities
  - BSBMKG435 Analyse consumer behaviour
  - BSBMKG439 Develop and apply knowledge of communications industry; and
  - BSBWRT411 Write complex documents; or
- Have two years equivalent full-time relevant work experience
- Have an IELTS or equivalent score of 6.0 and with no less than 5.5 in any band
- Access to a computer, laptop or tablet and internet for home and classroom use

*Note: Equivalent Year 12 for International Students is educational equivalent in home country or International Baccalaureate.*



**CAREER OUTCOMES: MEDIA SALES MANAGER | MARKETING COORDINATOR | MARKETING TEAM LEADER**

## BSB60520 ADVANCED DIPLOMA OF MARKETING & COMMUNICATION

BSBMKG621	Develop organisational marketing strategy	BSBMKG627	Execute advertising campaigns
BSBMKG622	Manage organisational marketing processes	BSBSTR501	Establish innovative work environments
BSBMKG623	Develop marketing plans	BSBCRT611	Apply critical thinking for complex problem solving
BSBTWK601	Develop & maintain strategic business networks	BSBOPS601	Develop & implement business plans
BSBMKG624	Manage market research	BSBTEC601	Review organisational digital strategy
BSBMKG626	Develop advertising campaigns	BSBMKG625	Implement & manage international marketing programs

### ENTRY REQUIREMENTS:

- Be a minimum of 18 yrs. of age
- Minimum of Year 12 (Higher School Certificate) or equivalent; and
- Hold BSB52415 Diploma of Marketing and Communications, or
- Hold the following units (or equivalent competencies):
  - BSBMKG541 Identify and evaluate marketing opportunities
  - BSBMKG542 Establish and monitor the marketing mix
  - BSBMKG552 Design and develop marketing communication plans
  - BSBMKG555 Write persuasive copy; and
  - BSBPMG430 Undertake project work; or
- Have four years equivalent full-time relevant work experience
- Have an IELTS or equivalent score of 6.0 and with no less than 5.5 in any band
- Access to a computer, laptop or tablet and internet for home and classroom use

*Note: Equivalent Year 12 for International Students is educational equivalent in home country or International Baccalaureate.*



**CAREER OUTCOMES: MARKETING MANAGER | MARKETING STRATEGIST | MARKETING DIRECTOR**

**START DATE: 2024** | January | March | May | July | September | November **2025** | January | March | May | July

**TIMETABLES ARE SUBJECT TO CHANGE.**

Visit our website for our latest timetables and class availability per campus.

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