

DIPLOMA

Diploma of Marketing and Communication

BSB50620



UNLIMITED ONE-ON-ONE SUPPORT



30 DAY COOLING OFF PERIOD



100% ONLINE LEARNING

BSB50620

DIPLOMA

Diploma of Marketing and Communication

CAL's Diploma of Marketing and Communication will prepare you to manage a wide range of aspects across marketing and communications, with crucial skills in end-to-end marketing project management, public relations, social media and digital campaign planning. You'll gain key skills to strengthen your ability to make strategic business decisions, preparing you to take on senior marketing management roles within any organisation.

With this qualification in your toolkit, you will gain the skills to identify and evaluate marketing opportunities to promote products and services, while developing your persuasive copywriting and communication skills for campaign development and meetings with stakeholders. You'll also develop critical skills in developing marketing plans and strategies across multiple channels, monitoring the marketing mix, and reporting and presenting outcomes to key stakeholders.

In-demand skills you will learn:

- Prepare and deliver market research and consumer market reports to highlight areas of opportunity and risk
- Monitor consumer behaviour to analyse trends in spending and highlight opportunities
- Develop end-to-end campaigns across PR, social media, digital and traditional media



Courses designed for success

We designed our courses to be aligned with industry expectations. We've consulted with industry professionals to deliver the skills that tomorrow's workforce needs today.



Focus on student experience

We take the time to understand your goals, providing personalised and flexible learning solutions driven by passionate mentors and support teams.



Committed to real outcomes

We're dedicated to making a difference in our students' lives. We focus on providing real outcomes, not just a piece of paper.

UNITS



A total of 12 units to achieve your Diploma

DURATION



Generous 24-month self-paced enrolment period

Part-time: approx 14-16 months
Full-time: approx 12 months

CAREER OPPORTUNITIES



- Marketing Manager
- Product Marketing Manager
- Brand Manager

ENTRY REQUIREMENTS

There are entry requirements for this course. To satisfy entry requirements for this diploma, you must have either completed the required units or have two years of relevant full-time work experience.

If you don't meet the entry requirements yet, we offer the option to combine this qualification with our Pathway Package. More information on entry requirements can be found on page 5.

UPGRADE OPTIONS



Combine this diploma with:

- Diploma of Business (Business Development) (BSB50120)

Course Structure

CAL has developed this qualification in consultation with industry experts. **We've hand-selected these 12 units to align your skills with industry expectations.**

Unit Code	Unit Title
MANAGE MARKETING PROJECTS	
BSBCMM511	Communicate with influence
BSBCRT512	Originate and develop concepts
BSBPMG430	Undertake project work
IDENTIFY MARKETING OPPORTUNITIES	
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBMKG545	Conduct marketing audits
IMPLEMENT MARKETING ACTIVITIES	
BSBMKG552	Design and develop marketing communication plans
SIRXMKT006	Develop a social media strategy
BSBMKG550	Promote products and services to international markets
BSBMKG553	Develop public relations campaigns
SIRXMKT007	Develop a digital marketing plan
BSBMKG555	Write persuasive copy

Save hundreds of study hours with **only 3 additional units to upgrade** from the single Diploma



Gain 2x Nationally Recognised qualifications

Pathway Package

Combine this diploma with our: **Marketing and Communication Pathway Package**

Perfect for those who want to complete the diploma but need the entry requirement units first. This package simply adds the required units at the start of your course so you can continue on to the diploma seamlessly without needing to study a separate qualification or prove that you have considerable work experience.

A total of 18 units to achieve your Diploma + Pathway Package

Double Diploma

Only 3 additional units to upgrade to the Double Diploma

Our most popular upgrade

Combine with: **Diploma of Business (Business Development) (BSB50120)**

Perfect for those wanting to move into business development or sales and marketing management positions.

Outcomes

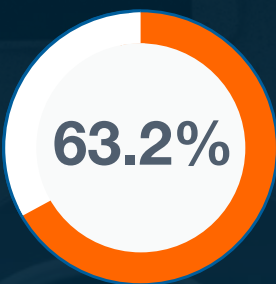
By completing this diploma, you'll be prepared to confidently take your next steps into a marketing management role, with vital communications skills to support you. These will help you navigate the demands of marketing management, including the coordination of campaigns and advertising through to strategy development and reporting activities, identifying areas of opportunity and weakness within the market.

You'll also have the skills to drive and deliver marketing outcomes, manage end-to-end campaign activities, as well as analyse opportunities across multiple marketing channels. This course sets you up to think strategically, manage tough stakeholders, lead your team confidently, and drive brand awareness and revenue.

With a strong foundation in Marketing, some common career pathways are:

MARKETING MANAGER	\$80,000
PRODUCT MARKETING MANAGER	\$80,600
BRAND MANAGER	\$96,000

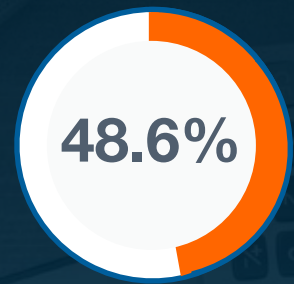
Salaries sourced from Glassdoor.com.au



Managers with at least a Diploma qualification



The average salary for management in the industry



Employers wanting people with a qualification

Data sourced from Jobs and Skills Australia



“This course has been instrumental in teaching me the importance of setting goals. I have been able to write policies and procedures for my workplace and have a much better understanding of the importance of planning and implementing new administrative systems.”

TRACY

MANAGER - TOURIST PARK

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)



“Studying has allowed me to prove my abilities and certify my experience in my working career.” Since completing her qualification with CAL, Elizabeth progressed her career from Administration Officer to Finance Manager.

ELIZABETH

FINANCE MANAGER

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)

Entry Requirements

To satisfy the entry requirements for this diploma, you must be able to demonstrate that you have **either** completed the six (6) required units of competency, **or** that you have two (2) years equivalent full-time work experience.

UNITS OF COMPETENCY

To satisfy this entry requirement option, you must have completed the following units (or equivalent competencies):

- BSBWRT411 - Write complex documents;
- BSBCMM411 - Make presentations;
- BSBCRT412 - Articulate, present and debate ideas;
- BSBMKG433 - Undertake marketing activities;
- BSBMKG435 - Analyse consumer behaviour and
- BSBMKG439 - Develop and apply knowledge of communications industry

What do I need to provide to demonstrate that I've completed the entry requirement units?

Evidence must be provided in the form of a VET Transcript. If your units were awarded prior to 2015, you may provide a certified copy of a Statement of Attainment, Testamur, or Record of Results.

OR

WORK EXPERIENCE

To satisfy this entry requirement option, you must demonstrate you have successfully completed two years of equivalent full-time work experience. This should cover a range of marketing functions, including and know-how to engage and influence valuable customers, develop brand loyalty and execute strategic marketing campaigns, delivering key information on marketing principles, business communications and consumer behaviour insights.

What do I need to provide as evidence of workplace experience?

You'll be required to submit at least one of the following documents to demonstrate two years equivalent full-time work experience.

- A Curriculum Vitae (CV) outlining all roles and responsibilities relating to the above-specified marketing areas that demonstrate two years equivalent full-time relevant work experience; or
- A job description outlining all responsibilities relating to the above-specified marketing areas that demonstrate two years equivalent full-time relevant work experience.

Haven't got the entry requirements under your belt?

Combine this diploma with our:

Marketing and Communication Pathway



Perfect for those who want to complete the diploma but need the entry requirement units first. This package simply adds the required units at the start of your course so you can continue on to the diploma seamlessly without needing to study a separate qualification or prove that you have considerable work experience.

A total of 18 units to achieve your Diploma + Pathway Package

Flexible Options

Our courses are designed for adult learners with busy lives. We know life can be unpredictable, and circumstances change. That's why we make our study options as flexible as we can to cater to your lifestyle. You'll have the freedom to study when it suits you with our self-paced courses and generous 24-month enrolment period.

CAL	Competitors
<input checked="" type="checkbox"/> \$0	RPL Application Cost \$1500* <input type="checkbox"/>
<input checked="" type="checkbox"/> \$0	6-Month Extension Cost \$500* <input type="checkbox"/>
<input checked="" type="checkbox"/> \$250	Refund Processing Fee \$280* <input type="checkbox"/>
<input checked="" type="checkbox"/> 30 Days	Refund Period 14 Days* <input type="checkbox"/>
<input checked="" type="checkbox"/> Free 90 Days	Deferral Period 30 Days* <input type="checkbox"/>

*Sourced from five competitor averages

*Up to



Cooling Off Period

If the course isn't right for you, withdraw within 30 days for a refund.*



Free Deferral

You can pause your studies, then pick them back up when you're ready.*



Free Extension

If you require additional study time, we can help.*

*Terms and conditions apply

Simple Payment Options

We understand that you need straightforward course fees. We offer transparent payment plans as well as discounted upfront payment options for our courses, where you will see your complete schedule of fees before you make any payments.

We also keep our administrative fees simple. We don't aim to make a profit in order to cater to our students' needs – we just do it.



Flexible Payment Plans



Discounted Upfront Payments



No Hidden Fees

FAQs

RECOGNITION

Where is this qualification recognised?

The College for Adult Learning is a Registered Training Organisation TOID 22228 and all of our Certificate IV and Diploma qualifications adhere to the Australian Qualification Framework (AQF). They are Nationally Recognised and internationally respected qualifications, issued on behalf of the Australian Government.

REQUIREMENTS

Are there any prerequisites for the course?

Our students are required to be 18 years or older at the time of registration and demonstrate the required level of competency in English language, literacy and numeracy skills. If English isn't your first language, you may be asked to sit an LLN test to ensure you are suitable to undertake the course.

This Diploma also has formal entry requirements. If you don't meet the entry requirements yet, we offer the option to combine this qualification with our Pathway Package. For more information on entry requirements, see page 5.

What IT requirements do I need to complete the course?

You will need regular access to a laptop, desktop computer or another device with an adequate and reliable internet connection, at least the equivalent of Microsoft Office or Office for Mac, with word-processing capabilities and spreadsheets and a PDF reader installed, full permissions to install and access third-party software as required. You will also need regular access to a laptop, desktop computer or device with an adequate camera to undertake video calls for assessments as required.

COURSE STRUCTURE

How is the course delivered?

The course is 100% online and self-paced, so you can study on your own terms. Make your way through the units with clear tutorials, supporting content downloads, as well as regular checkpoints to test and strengthen your learning along the way. You'll complete a combination of quizzes, written activities, and practical assessment tasks to demonstrate your skills.

What are the assessments?

There are no exams for the course. All assessments involve practical and job-ready applications based on your workplace or the case studies we provide. There are different assessment elements, including interactive simulation and role play activities. These activities are conducted with a Learning Coach and may need to be completed with others (e.g. coworkers, friends or family) in real-time through Zoom or in a pre-recorded video. Video assessments allow us to assess your interpersonal skills needed for management roles. This is an innovative method to engage with your learning by acting out crucial situations you would encounter in the workplace, in a safe environment with an industry expert. You'll be able to hone your new skills in real-time with your Learning Coach and get valuable feedback so you can confidently demonstrate your learning in the workplace.

FAQs

COURSE STRUCTURE

How long does the course take?

Our courses are completely self-paced, meaning you can study around your lifestyle. No strict deadlines, no inflexible classes to work around, no pressure to work to someone else's schedule. Depending on the time you commit and your learning style, studying part-time could see you complete the course in approximately 16 months. You'll have the freedom to study when it suits you with our generous 24-month enrolment period.

When can I start?

We have no restrictive intake periods, so you can start as soon as we've processed your course registration and official enrolment form. This is typically done in as little as two business days. We also have options to start your payment plan while delaying your course commencement date until you're ready to begin studying within three months.

What if I fall behind?

Our courses are completely self-paced, so you don't need to keep up with a class or work to strict deadlines. As a CAL student, you'll receive an individual learning plan that is tailored to your study needs, this helps create structure and set guidelines to help you stay on track to complete your studies. We cater to adult learners and understand that life can sometimes get in the way, so if you find yourself falling behind, you can speak to our Student Support who will be able to advise you of all your options, revisit your learning plan, and help you get your study back on track.

SUPPORT

What support is provided?

All support is provided by CAL, you can book in coaching calls when you need them as well as send through support requests to be answered by our Learning Coaches and Student Success Advisors. You can even get quick answers from our Live Chat with Student Support.

I work full time, can I access my coach after hours?

Our coaches work late on selected nights of every week, so we are happy to book in after-hours calls. We have students across all timezones, so our Learning Coaches are conscious of accounting for time differences.

RPL AND CREDIT TRANSFER

Does CAL offer RPL and credit transfer?

If you're a highly experienced professional and currently hold an extensive level of knowledge, competence, and ability in your field, you may be eligible for RPL (recognition of prior learning). You can RPL particular units, or a whole course. To be successful in your RPL application, you'll need to provide comprehensive evidence of prior work experience, including workplace documents and strategies you've created.

We also offer credit transfers. If you've previously completed a unit(s) within the course you wish to enrol in, you may apply for a credit transfer so you don't have to complete the unit again. You can also apply for a credit transfer for a unit that you've completed that is not listed in the course you are enrolling but is in the training package.

For more information on RPL and credit transfers, please speak to one of our learning consultants.

Why CAL?

We're committed to igniting real change by inspiring one student at a time and giving them the power to shape their own world.

The College for Adult Learning formed as a Registered Training Organisation (RTO) in 2009, founded by Helen Sabell and Rob Golding. They wanted to change the way we deliver adult education through dedication to outcomes-focused, practical training solutions with unparalleled support and flexibility.

They built the foundation for an RTO that is committed to making a difference and inspiring transformation through learning.

At CAL, we live by this in everything we do, from our unique flexible delivery to our bespoke content written in partnership with industry leaders, through to our hands-on and personalised approach to support.

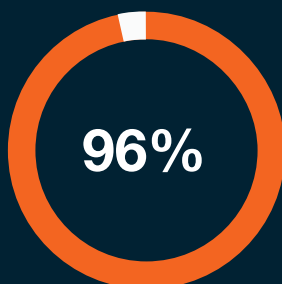


Unlimited Support

Throughout your studies with CAL, you'll have constant access to learning coaches and student support – via calls, live chats, emails, and support tickets.

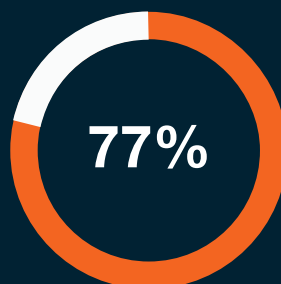
Our learning coaches are experts in their industries and will assess and support you in your course learning. They're an invaluable resource for course-specific content, bouncing ideas around, and providing practical advice. Additionally, learning coaches are available for one-on-one coaching sessions (including some after-hours slots). You can book as many coaching calls as you want!

Our support team gives you a catch-all for all support queries that aren't content-specific. They're available to chat over the phone or on live chat between 9:00 am and 6:00 pm on weekdays. Have a support question outside these hours? Just submit a support ticket and our solution-oriented team will get back to you as soon as they can.

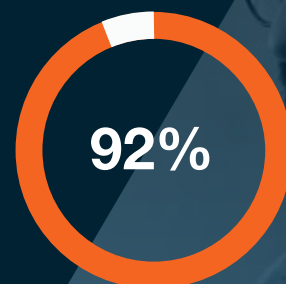


of our students surveyed achieved their primary study goal

*Statistics sourced from 2020 Alumni Survey



of our students surveyed achieved multiple study goals



recommend CAL to people looking to progress their career



“Studying with CAL has [...] opened up doors for gaining better employment and wages for me. Struggling with surviving in my previous job, I decided to step out of the box and gain a higher qualification than I had. I applied for a new job and having started my course, this had a bearing on gaining the position I am now in.”

ROSALIND

CAL Graduate



“10 years ago, I was almost unemployable, now I’m being headhunted for roles. In 10 years, I will (hopefully) be retired.”

JEREMY

CAL Graduate

Apply Now, Start Tomorrow

In just four easy steps you'll be on your way to taking your career to new heights.



Our Learning Consultants are here to help you find the right study path for your career.

Now that you've enquired, the next step is to apply to enrol.

You'll be put in contact with your own Professional Learning Consultant to guide you through the registration and enrolment process and get you started in your exciting new course with CAL.

APPLY NOW