



The College for
Adult Learning

Your Career in Marketing and Business Development



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Marketing and Business Development

INTRODUCTION

Whether you're already working in sales or communications, have work experience elsewhere or are looking to begin a brand-new career, studying marketing and business development is a smart choice. You will gain a diversified skill set that results in future-proofed career choices.

In a Marketing and Business Development career path, you get to combine your strategic thinking and analytical business development skills with the creativity of marketing for a career that offers the best of both worlds.

If you thrive in the cross-section of creativity, strategy, analysis and sales, then a Career in Marketing and Business Development may be perfect for you.

Thanks to the broad nature of the study area, you graduate with multiple career path options that will offer you long-term opportunities over your working lifetime. A foundation of marketing and business development can springboard into future leadership roles.

Australian Industry Snapshot



DIGITAL EVOLUTION

With the constant introduction of new technology, those working in marketing and business development need to adapt to suit these changing ways of communication, such as shifting focus to digital mediums and using new platforms and media opportunities when they arise.



RISE OF ECOMMERCE

Ecommerce is a juggernaut, with the pandemic forcing even more businesses and consumers to pivot to online shopping. In 2020, online shopping grew 57% year-on-year with around four in five households – that's almost nine million – purchased online at some point during the year. (source: Australia Post)



AUTHENTIC BRANDS

Trust and authenticity have become an increasingly key part of consumers' expectations from businesses. Marketing Communications and Business Development professionals need to learn and use transparent, human-centric approaches to build a brand that their audience can trust.

Overview

There are several industries where marketing communications and business development intersect. This is excellent news for graduates looking to maximise their career options and tailor their dream job to an area that interests them. Popular sectors include retail, real estate, hospitality, agriculture, construction, government, SaaS, healthcare, manufacturing, and logistics, to name a few.



WHAT IS MARKETING COMMUNICATIONS?

Marketing Communications includes various types of marketing and communications activities, such as digital marketing, advertising, public relations, event planning and traditional marketing. These activities often have significant crossover and are referred to as IMC - Integrated Marketing Communications.

SOCIAL MEDIA AND DIGITAL MARKETING

A subset of Marketing Communications is social media and digital marketing, an area of increasing importance now that almost all businesses have a digital presence.

Digital marketing comprises of activities like email marketing, paid digital advertising, website marketing and social media marketing.

Social media marketing, in particular, involves managing a brand's social media strategy, creating and posting content to social platforms, running paid social ads and engaging with social influencers.





WHAT IS BUSINESS DEVELOPMENT?

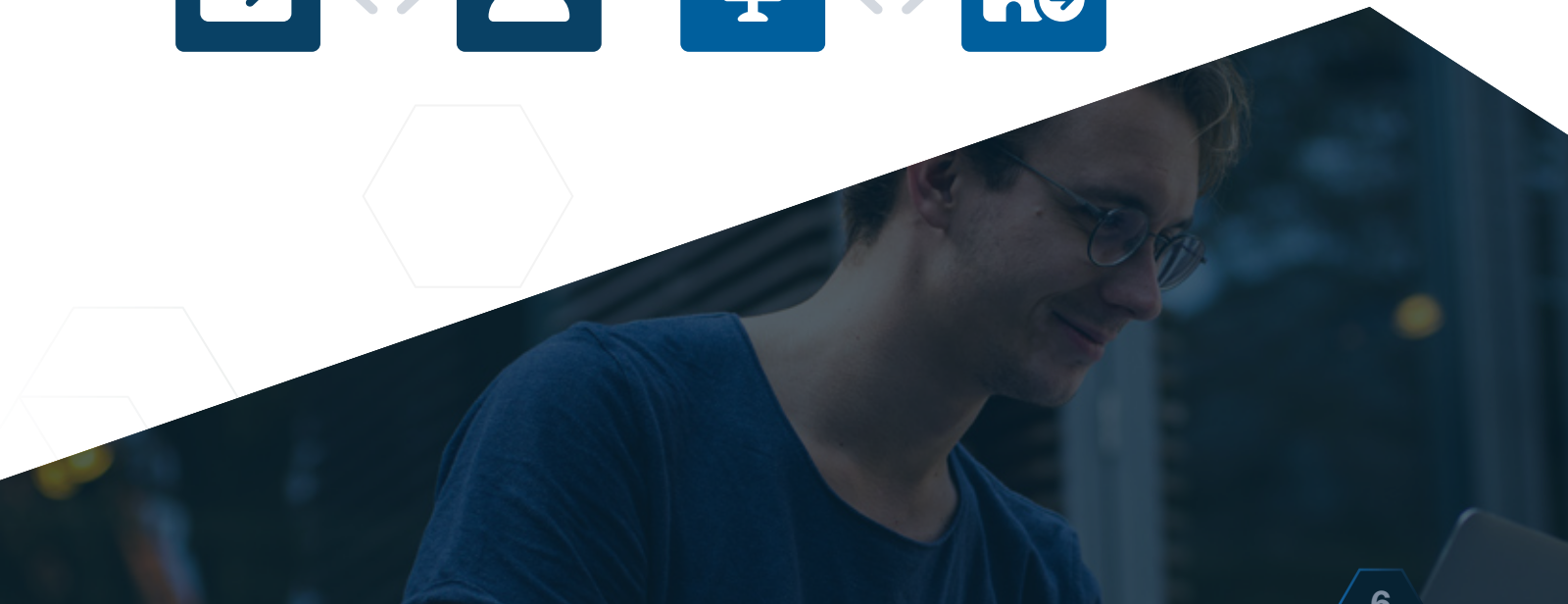
Business Development is an umbrella term that comprises multiple business activities that work towards a single goal - to grow the business. Growth strategies can include increasing sales and revenue, market share or client base.



WHAT IS LEADERSHIP MANAGEMENT?

Leadership Management involves managing individuals or a team, building business relationships and being an influential, respected leader. You work closely with staff to foster their personal development and achieve cohesiveness within your team.

Marketing and Business Development roles and responsibilities will also vary depending on the kind of business within these sectors. You can choose to specialise in Business-to-Business (B2B) or Business-to-Customer (B2C) models, focus on one business strategy at a time working in-house, or choose to keep it varied with contracting or agency work.



Marketing and Business Development

IN NUMBERS



57%

With online shopping growing by 57% in 2020, the Australian Sales and Marketing Management industry is tipped to have strong future growth.

JOB OUTLOOK
AUSTRALIA POST



89%

of those working in Advertising, Public Relations and Sales Management are in full-time roles.

JOB OUTLOOK

41%

Careers in Marketing and Sales have a high level of gender equality, with a 41% female gender share across the industry.



Which career is best for you?

The areas of Marketing Communications, Business Development and Leadership Management have a wide crossover of skills, meaning it's possible to work in multiple positions throughout your career. However, each has varying responsibilities that could be better suited to you depending on your interests, skills, and personality.

MARKETING COMMUNICATIONS OVERVIEW

A career in Marketing Communications is highly creative yet data-driven, perfect for those who enjoy brainstorming big ideas but can keep an eye on the details too.

CMOs identified analytical expertise and collaboration skills as the key drivers of high performing employees in almost every industry¹.

A typical day in marketing communications depends on the segment you're working in. For example, those working in Public Relations will write press releases, answer media inquiries, and monitor the media for brand mentions. Whereas someone in digital marketing may create a social media content calendar, carry out paid ad buying, or facilitate online market research.

Marketing communications works closely with most other areas of the business, in particular with Business Development, sales, product development and senior management.

^[1] deloitte <https://www2.deloitte.com/us/en/insights/topics/marketing-and-sales-operations/global-marketing-trends/2022/finding-unconventional-talent-to-redesign-your-marketing-strategy.html>

SOCIAL MEDIA OVERVIEW

An important area within marketing communications is social media, as it impacts a variety of marketing communications activities. No matter what area of marketing you work in, a good understanding of social media is important in order to maximise results and reach a wide audience.

Regardless of whether you work in a purely digital marketing role or a more generalist one, all marketing roles now require a strong level of digital skills, particularly around social media.

Over 70% of marketers believe that social media marketing has been effective for their business, meaning it's an important resource in any professional marketer's toolkit. Almost every new marketing campaign will require the use of social media in some capacity. Digital media and social media are terms that are often used interchangeably, however the two are different. Digital media refers to digital assets such as websites, search engines, blogs and digital advertising. Social media, on the other hand, refers to social platforms such as Facebook, Instagram, Twitter and Tik Tok, etc.

BUSINESS DEVELOPMENT OVERVIEW

Business Development usually involves creating strategies to increase profits by generating more sales or onboarding more clients. However, it can also include growing the business in other ways, such as expanding to new markets or developing new products or services.

It is a highly strategic role that considers ‘the big picture’ and then creates plans and processes to implement those development goals.

This role is also highly integrated with other operational facets of the business, mainly marketing, human resources, finance, and operations.

Successful business development professionals will have a thorough grasp of the industry they’re working in, monitor competitors, and always consider the business’s overarching goals. Due to the need to work cross-functionally, people skills and excellent organisation are core attributes of people who work in business development.

Success in both areas offers the ability to take your career further into senior management or leadership roles.



EXAMPLE CAREER PATH



MARKETING COMMUNICATIONS

An example career path for someone starting a marketing career usually begin by working as a Marketing Assistant or Coordinator.

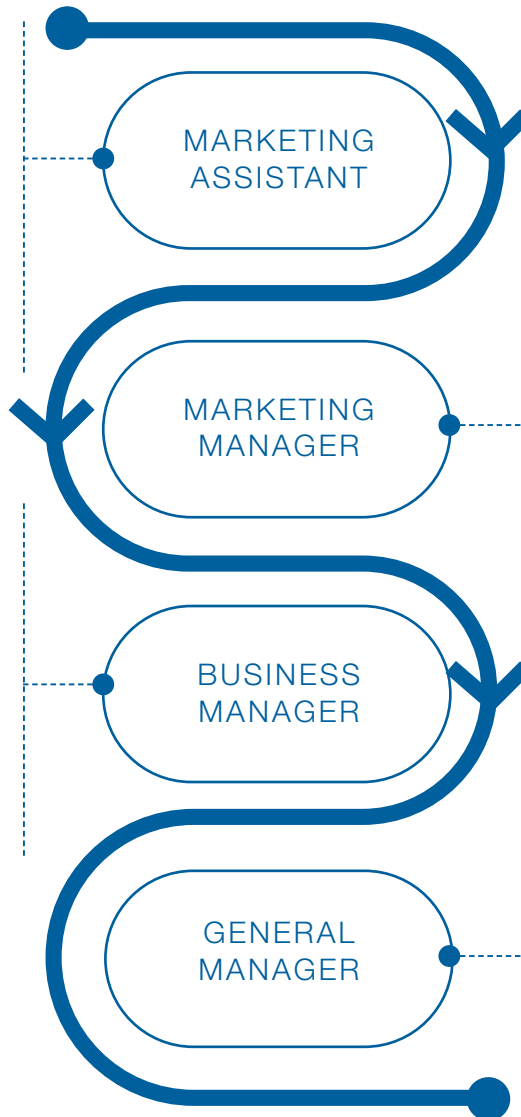


Certificate IV in Marketing and Communication (BSB40820)

The next step is into senior management roles such as Business Manager, with an average salary of \$82,000.



Diploma of Marketing and Communication (BSB50620)



From here, you can progress to a role as a Marketing Manager where the average salaries are approximately \$80,000. The best way to secure higher salaries is to combine work experience and professional development. Upskill and formalise your experience with a Nationally Recognised qualification to clear the runway into higher roles.

Then onto a role as General Manager, where you can expect to earn around \$117,000.

EXAMPLE CAREER PATH



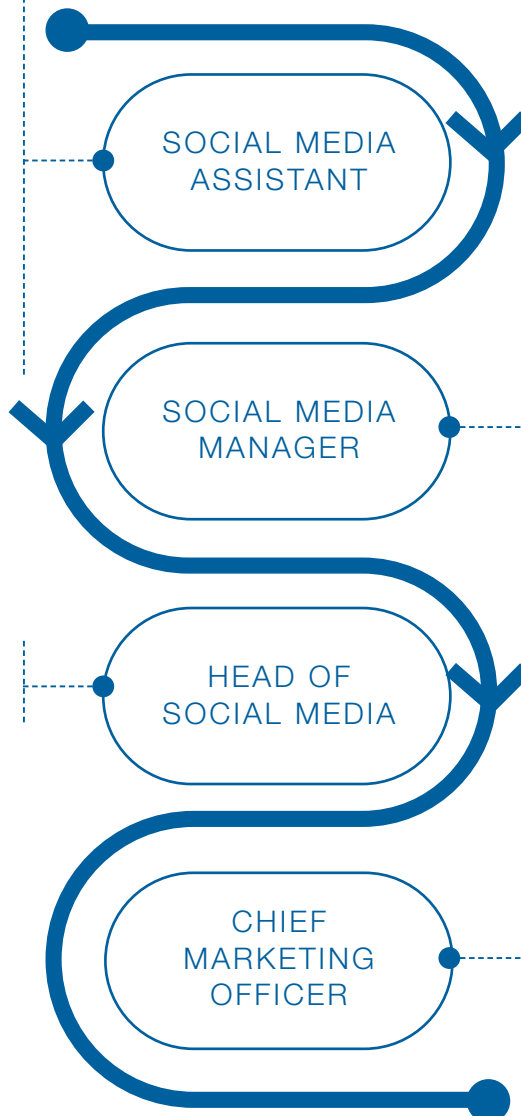
MARKETING COMMUNICATIONS: SOCIAL MEDIA

After completing a Certificate IV in Marketing Communications you can find graduate work as a Social Media Assistant or Digital Marketing Coordinator, where you can expect to earn approximately \$55,000 a year.



Certificate IV in Marketing and Communication (BSB40820)

Once your industry experience has been built, you can seek out senior roles such as Head of Social Media.



SOCIAL MEDIA ASSISTANT

SOCIAL MEDIA MANAGER

HEAD OF SOCIAL MEDIA

CHIEF MARKETING OFFICER

From there, you can choose to upskill and study flexibly while you work, completing a Diploma of Social Media Marketing. This course will allow you to learn more specific skills about your chosen industry and set yourself up for mid level roles within social media. Two examples are a Social Media Strategist, earning around \$58,000 p.a. or a Social Media Manager, earning \$62,000 p.a.



Diploma of Social Media Marketing (10904NAT)

With a strong focus on social media and industry experience in marketing as a whole, opportunities for working in roles such as Marketing Manager or down the track, Chief Marketing officer, are available next steps.

EXAMPLE CAREER PATH



BUSINESS DEVELOPMENT

Starting as an Office Manager, you can earn approximately \$61,000 and be well placed for future roles in marketing, business and management when combined with a relevant Diploma or Double Diploma qualification.

OFFICE
MANAGER

BUSINESS
DEVELOPMENT
MANAGER

Future career options in senior management are achievable with a combination of solid work experience and leadership qualities. For example, a Product Marketing Manager earns on average \$96,000 a year and gives you ownership over a particular product or brand within your business.

PRODUCT
MARKETING
MANAGER



**Diploma of Business
(Business Development)
(BSB50120)**

From Office Manager you can move into a Business Development role, combining your existing skills with new skills in negotiation and sales. Average salaries for Business Development Managers are \$79,000.

“

It takes both marketing and business development prowess to create business plans designed to generate more revenue, increase brand loyalty and awareness, and improve customer satisfaction.

”



Certificate IV in Marketing and Communication

BSB40820

CAL's Certificate IV in Marketing and Communication is designed to kickstart your career in marketing. You'll learn the fundamental principles and practices of advertising, marketing, and media allowing you to develop a well-rounded foundation of knowledge that can be applied to any industry through your marketing career.

DESIGNED FOR

This qualification is designed for individuals seeking to develop fundamental marketing skills and knowledge. You'll also develop key skills in researching and analysing consumer behaviour, current digital platforms, and industry tools to measure metrics and performance allowing you to support marketing initiatives at any stage in the marketing cycle.

LEARNING OUTCOMES

- 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 and review company documents from media briefs to PR documents

ENTRY-LEVEL QUALIFICATION

UNITS



A total of 12 units to achieve your Certificate IV

DURATION



Generous 24-month self-paced enrolment period

Part-time: approx 10 - 12 months
Full-time: approx 8 months

CAREER OPPORTUNITIES



- Marketing Coordinator
- Marketing Executive
- Assistant Brand Manager

INDUSTRIES



- Local Government Administration
- Business Administration
- Not for profit
- + Many more

Diploma of Marketing and Communication

BSB50620

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.

DESIGNED FOR

This qualification is designed for individuals looking to take their marketing career to the decision-making level. 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.

LEARNING OUTCOMES

- 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

Haven't got the entry requirements under your belt?

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

MID-LEVEL QUALIFICATION

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.

UPGRADE OPTIONS



Combine this diploma with the Diploma of Business (Business Development) (BSB50120)

Only 3 additional units to upgrade to the Double Diploma

Diploma of Social Media Marketing

10904NAT

CAL's Diploma of Social Media Marketing will give you the essential skills you need to successfully develop your social media strategy and online presence. With this course, you'll strengthen your ability to create a consistent brand identity, produce and publish high-converting content to all the right channels to drive traffic to your website. You'll gain valuable social media marketing skills to generate website traffic from your social channels, and convert them into paying customers.

DESIGNED FOR

This qualification is designed for individuals seeking to effectively develop a business's online presence. You'll gain the skills to develop social media strategies in a range of industries and manage both organic and paid social channels to increase brand reach and maximise returns.

LEARNING OUTCOMES

- Plan, implement and manage social media conversion strategies
- Establish, build and leverage a personal brand on social media
- Establish and monitor the marketing mix

Upgrade to the Double Diploma

Only 6 additional units to upgrade to the Double Diploma

Combine with:

Diploma of Marketing and Communication (BSB50620)

Perfect for those wanting to develop their social media and marketing skills to become a successful manager with a holistic marketing and social media skillset.

*The Diploma of Marketing and Communication (BSB50620) has formal entry requirements.

ENTRY-LEVEL QUALIFICATION

UNITS



A total of 9 units to achieve your Diploma

DURATION



Generous 24-month self-paced enrolment period

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

CAREER OPPORTUNITIES



- Social Media Strategist
- Social Media Manager
- Digital Marketing Coordinator

INDUSTRY PARTNERSHIP



This course is delivered in partnership with Social Media College (SMC), including some training and some support services provided by SMC on behalf of the College for Adult Learning.

Diploma of Business (Business Development)

BSB50120

CAL's Diploma of Business (Business Development) will strengthen your ability to build relationships effectively with internal and external stakeholders, preparing you to drive your organisation's strategic direction. You'll develop critical skills in managing business resources, identifying and pursuing marketing opportunities, as well as managing budgets and financial plans to make effective business decisions that impact the bottom line.

DESIGNED FOR

This qualification is designed for professionals working in management roles looking to develop leadership and strategic business skills and progress their career into strategic business and executive management roles.

LEARNING OUTCOMES

- Manage budgets and financial plans to make effective business decisions
- Identify and pursue marketing and business opportunities
- Develop skills in policy creation to lead business operations effectively
- Successfully manage stakeholders to foster long-term positive relationships

Upgrade to the Double Diploma

Only 4 additional units to upgrade to the Double Diploma

Combine with:

Diploma of Leadership & Management (BSB50420)

Perfect for those wanting to move into strategic business development or leadership positions within a business.

MID-LEVEL QUALIFICATION

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



- Business Development Manager
- Business Manager
- Business Development Director

BUSINESS SECTORS



- B2B and B2C
- Start-up
- SME
- Enterprise
- + Many more

UPGRADE OPTIONS



Combine this diploma with:

- Diploma of Leadership & Management (BSB50420)
Our most popular upgrade
- Diploma of Marketing and Communication (BSB50620)

Double Diploma Options

The College for Adult Learning offers all the qualifications you need to begin or excel in your career in marketing and business development.



MARKETING COMMUNICATIONS

Double Diploma of Marketing and Communication (BSB50620) and Business (Business Development) (BSB50120)

Perfect for professionals working in marketing roles looking to progress their career into strategic marketing roles.



SOCIAL MEDIA

Double Diploma of Social Media Marketing (10904NAT) and Marketing and Communication (BSB50620)

Perfect for professionals working in marketing roles looking to progress their career into strategic marketing roles.



BUSINESS DEVELOPMENT

Double Diploma of Business (Business Development) (BSB50120) and Leadership and Management (BSB50420)

Perfect for those looking to develop leadership and strategic business skills to move into senior management roles.

It is common for people to follow multiple career paths throughout their lifetimes, which is why studying for a double diploma is an excellent way to ensure long-term career success.

Even if you begin with a strong preference for one area, these skill sets are designed to complement each other and expand your opportunities. The College for Adult Learning strategically develops double diploma course content to make the most of crossover units, saving you time and money instead of doing the diplomas separately in the future.

Skills Comparison Checklist

All areas have a significant crossover in skills required. However, there are some specific skills dependent on the industry segment. If you want the best of both, then completing a Double Diploma can ensure you have the broadest cross-section of both hard and soft skills needed for success in your chosen path.

| Skills Checklist | Marketing Communications | Business Development | Leadership Management |
|-------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Communication | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Time Management | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Problem Solving | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Creativity | <input checked="" type="checkbox"/> | | |
| Data Analysis | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Competitor Analysis | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Stakeholder Management | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Public Relations | <input checked="" type="checkbox"/> | | |
| Sales | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Leadership | | | <input checked="" type="checkbox"/> |
| Conflict Resolution | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Relationship Building | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

Double Diploma of Marketing and Communication + Business (Business Development)

BSB50620 + BSB50120

CAL's Double Diploma of Marketing Communication and Business (Business Development) will give you the skills you need to identify and capitalise on marketing opportunities and make strong strategic decisions for your business. You'll develop skills to manage marketing and communications, with crucial skills in marketing project management, social media and managing budgets. In addition to essential marketing skills, you'll learn key leadership skills in stakeholder management, communication, risk management and policy development, making you an indispensable asset at all levels in any organisation.

DESIGNED FOR

This qualification is designed for professionals looking to develop strategic marketing and communications skills to move into business development.

LEARNING OUTCOMES

- 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 communication plans and social media strategies
- Successfully manage stakeholders to foster positive relationships

MID-LEVEL QUALIFICATION

UNITS

A total of 15 units to achieve the Double Diploma



With overlapping units to create a seamless course, you'll save hundreds of hours normally needed to complete two separate qualifications.

DURATION



Generous 24-month self-paced enrolment period

Part-time: approx 16 -18 months
Full-time: approx 14 months

CAREER OPPORTUNITIES



- Marketing Manager
- Sales & Marketing Manager
- Marketing Director

ENTRY REQUIREMENTS

There are entry requirements for this course. To satisfy entry requirements for the Diploma of Marketing and Communication (BSB50620), you must have either completed the required units or have two years of full-time work experience.

Double Diploma of Business (Business Development) + Leadership & Management

BSB50120 + BSB50420

CAL's Double Diploma of Business (Business Development) and Leadership & Management will give you the skills you need to effectively seek opportunities for business growth and manage supplier relationships. You'll develop crucial leadership skills in stakeholder management, relationship-building, people management and leading effective workplace communication. In addition to key management skills, you'll learn essential skills to manage operational plans, budget and manage finances, identify marketing opportunities, manage risk, and develop policies, making you an indispensable asset at all levels in any organisation.

DESIGNED FOR

This qualification is designed for professionals looking to develop leadership and strategic business skills to further develop their careers.

LEARNING OUTCOMES

- Manage budgets and financial plans to make effective business decisions
- Identify and pursue marketing and business opportunities
- Lead communication in the workplace and manage team effectiveness
- Successfully manage stakeholders to foster long-term positive relationships

MID-LEVEL QUALIFICATION

UNITS

A total of 16 units to achieve the Double Diploma



With overlapping units to create a seamless course, you'll save hundreds of hours normally needed to complete two separate qualifications.

DURATION



Generous 24-month self-paced enrolment period

Part-time: approx 16 - 18 months
Full-time: approx 14 months

CAREER OPPORTUNITIES



- Business Development Manager
- Business Manager
- Chief Executive Officer

BUSINESS SECTORS



- B2B and B2C
- Start-up
- SME
- Enterprise
- + Many more

FAQs

REQUIREMENTS

Are there any prerequisites for this 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.

There are entry requirements to complete the Diploma of Marketing and Communication (BSB50620). 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.

What IT requirements do I need to complete this 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.

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.

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.

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.

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.

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.

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.

Why CAL?

UNIQUE AND FLEXIBLE LEARNING

“ We’re committed to **igniting real change** by inspiring one student at a time and giving them the power to shape their world. ”

CAL was formed as a Registered Training Organisation (RTO) in 2009 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.



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



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 who will guide you through the registration and enrolment process and get you started in your exciting new course with CAL.

Take the first step in advancing your career and apply to enrol today.

Apply now, start tomorrow