



CRICOS PROVIDER  
NO. 01740M

# BSB50701 Diploma of Business (Marketing)

Updated for 2004

## WHAT DOES THIS COURSE INVOLVE?

This course is designed to develop a comprehensive set of generic and specific marketing competencies to enable you to work in a range of levels within the marketing sector. Such skills include learning how to evaluate marketing opportunities, establish and adjust the marketing mix, develop a marketing communications plan, implement a marketing solution and review marketing performance.

This course is beneficial to managers, particularly in sales or marketing, who wish to strengthen their knowledge in the ways in which product, price, promotion and distribution strategies can be best utilised. It explores the evaluation of marketing opportunities and trends in a practical and contemporary fashion.

The course is made up of a minimum of 18 units. Students wanting to apply for maximum credits at University may apply for permission to do 30 units and must include all units marked with a \* in their selection. Educators will assist students to make their selection during the first week of study.

The Diploma of Business (Marketing) is made up of 3 core units:

|                   |                                    |
|-------------------|------------------------------------|
| <b>BSBSBM404A</b> | <b>Undertake business planning</b> |
| <b>BSBFLM504A</b> | <b>Facilitate work teams</b>       |
| <b>BSBADM502A</b> | <b>Manage meetings</b>             |

**Plus** the following 5 units:

|                   |   |
|-------------------|---|
| <b>BSBMKG501A</b> | <b>Evaluate marketing opportunities</b>       |
| <b>BSBMKG502A</b> | <b>Establish &amp; adjust marketing mix</b>   |
| <b>BSBMKG503A</b> | <b>Develop a marketing communication plan</b> |
| <b>BSBMKG504A</b> | <b>Implement a marketing solution</b>         |
| <b>BSBMKG505A</b> | <b>Review marketing performance</b>           |

**Plus** 10 units selected from the units of competency for BSB40101 Certificate IV in Business (see the Course Guide for the Certificate IV)

**NB.** Students who have permission to do 30 units must also select 12 units taken from BSB30101 Certificate III in Business or BSB30201 Certificate III in Business Administration and must include any units marked with a \* in their selection (see the Course Guide for each Certificate III)

Additionally, overseas students are required to attend 4 hours of ELICOS on a weekly basis.

## WHAT ARE MY EMPLOYMENT OPPORTUNITIES?

Successful completion of this Diploma may lead to positions in the following areas: Sales Supervision, Sales Management, Key Account Management, Marketing Support or Branch Marketing Manager.

### **HOW LONG DOES IT TAKE?**

The course duration is 40 Weeks/12 Months, 20 hours per week.

Students will complete the 10 units from Certificate IV in Business for the first 20 Weeks/6 Months as part of the Diploma program.

The 8 Diploma units will be completed over the remaining 20 Weeks/6 Months.

Students who have permission to do the 12 units from Certificate III will complete these units self-paced at a rate of 3 units per term.

**Note: All duration times stated are the maximum timeframe to complete the program and published fees cover this timeframe. Students who have not completed their qualification in the stated timeframe can continue the program at an additional cost.**

### **ENTRY REQUIREMENTS**

Completed Year 12 or its equivalent **OR** Mature Aged (18 years of age or over).

Overseas students require language proficiency of IELTS level 5.5 or equivalent.

### **SUPPORT**

King's undertakes a duty of care towards its student body and offers course counselling as required.

### **RECOGNITION OF PRIOR LEARNING**

Recognition of Prior Learning is the student's opportunity to have their prior skills and competencies recognised. These skills and competencies may relate to units you are about to commence and as a result can exempt you from studying these units. However, there is a cost related to obtaining Recognition of Prior Learning.

The process requires students to gather evidence confirming their competency. An educator will advise you in this task. **Enquire if you think you qualify.**

### **Enrolment Fee**

There is a non-refundable enrolment fee required upon receipt of your enrolment form. Your place will not be confirmed unless this payment has been made. This fee applies to all courses. Please contact the College to enquire about the enrolment fee.

### **Course Fees**

Please contact the College to enquire about course fees.



**To Enrol or to find out more Information  
Telephone + 61 7 5593 4386**

**KING'S INTERNATIONAL COLLEGE**

**PROVIDING QUALITY ADULT EDUCATION**