



## **BSB60215 Advanced Diploma of Business**

### **MARKETING**

## **INFORMATION BOOKLET**

“The code, title and current status of Eagle Academy courses can be found by visiting the National Register, [www.training.gov.au](http://www.training.gov.au) and entering the course code into the search field”



## **BSB60215 Advanced Diploma of Business (Marketing) Information Sheet**

Advanced Diploma of Business (Marketing) reflects the role of individuals who possess a sound theoretical knowledge base in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

The key clients for this qualification are domestic and international learners who wish to pursue careers as a marketing manager, marketing team leader, product manager, public relations manager.

**Course Length:** 12 months (52 weeks, made up of 40 weeks tuition, and 12 week's holiday).

Students may commence study with induction on any Monday as approved by the Director, and general classes operate all weeks except holiday periods (See the Academy's Academic Calendar).

**Cost:** (See Payment Options info. sheet).

\*Payment arrangement's available

\*Discounts may apply (Check online or call us for more information on current specials and payment options).

\*Funding may be available for Domestic Students, See funding Info at: <http://eagleacademy.com.au/downloads/>

**Price Beat Guarantee:** Have a look at our fees. Given our inclusions, and the facilities you get to use, you'll see that no competitor can match our prices for value. If you don't agree, bring us a competitor's offer in writing, and we feel confident we can beat it for you. Conditions apply.

**Inclusions:** This course is available at Brisbane and Gold Coast locations. More course and campus information can be found on the All Course and Campus Quick Guide. Students can commence any Monday of an Academic term. The fees include everything that students require to complete the course.

On campus student computers are available on a first in first served basis. We suggest that you bring your own (BYO) Laptop/Tablet if you have one. This will ensure that you have access to a computer for your formal assessments.

### **Pre-requisites:**

- English to a "well" level is preferred. E.g. IELTS 5, ISLPR 3.0 or TOEFL 400+.
- Considerable suitable experience and Advanced Diploma of Leadership & Management or equivalent qualification.
- Students can apply for Recognition of Prior Learning, or Direct Credit. This may reduce course time. See Student Handbook for details.
- Applications are accepted on a case by case basis.

### **Timetable:**

The hours of this courses will be tailored to suit the student, and the supervising trainer(s). You will work closely with your trainer to determine a schedule to ensure you complete all required units within the time allocated for your course. Trainer supervision and tutorial times will therefore vary depending on which campus the course is undertaken, and student / trainer timetable.

### **Students must study all 8 units below to gain the Qualification.**

BSBADV603	Manage advertising production
BSBADV604	Execute an advertising campaign
BSBADV605	Evaluate campaign effectiveness
BSBMKG603	Manage the marketing process
BSBMKG606	Manage international marketing programs
BSBMKG607	Manage market research
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix

**All Visa students please note:**

Attendance is not recorded or monitored for visa compliance purposes. However, students are expected to attend 15 hours per week, with a further 5 hours per week delivered as distance education (study done at home in the form of completion of set tasks or workbooks). Failure to attend regularly will see progress suffer, and students may be reported for unsatisfactory progress.

**PROGRESS IS MONITORED FOR VISA COMPLIANCE PURPOSES:**

The Academy has implemented the DEEWR-DIAC Course Progress Policy and Procedures. More detail is available in the Student Handbook Part 2, but basically a student will be reported if they fail to gain competency in half of the units completed in consecutive study periods. Competency for each Unit is determined by three or four methods. Each occurs on a weekly/ fortnightly basis, hence regular attendance is important:

- Knowledge tests;
- Observation of skills, and oral questioning;
- Completion of activities.
- Completion of Workbooks

Visa students should be aware that agents can act on our behalf to recruit students. These agents are listed on our website.

**All Domestic and VISA students please note:**

You have rights with regards to refunds, complaints and appeal processes. These rights are outlined in detail, in the Student Handbook, and you MUST acquaint yourself with them prior to enrolment.

The refund policy will also cover what your rights are should we, as the RTO, or a third party training organisation closes, or ceases to deliver any part of the training product that you were enrolled in. In short, we would make arrangements suitable to yourself, to access another provider delivering that training, OR we offer you a refund.

**All Domestic students please note:**

**FUNDING:** Some of our courses have Government funding available. To find out if you are eligible for funding, please read the information sheets on the download page of our website <http://eagleacademy.com.au/downloads/> or contact [info@eagleacademy.com.au](mailto:info@eagleacademy.com.au).