



RTO ID: 45062
CRICOS ID: 03565E

INSTITUTE OF GLOBAL EDUCATION AND TRAINING PTY LTD
L4 & L5, 14 Railway Parade, BURWOOD NSW 2134
RTO ID: 45062 | CRICOS ID: 03565E

Salisbury College Australia

BSB60520

Advanced Diploma of Marketing and Communication

2024 COURSE

Knowledge gives power



BSB60520

Advanced Diploma of Marketing and Communication

CRICOS Course Code: 106775E

Course Duration

78 weeks (60 study weeks + 18 weeks holiday)

Career Opportunities:

- Marketing Director
- Marketing Strategist
- Client Service Director
- Professional Services



Course Description

This qualification reflects the role of individuals with substantial experience in a range of settings who are seeking to further develop their skills across a wide range of marketing and communications functions. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Study Pathway

This course might include a pathway to university.

Delivery method:

Face to face

Total number of units 12 (4 Core and 8 Electives)

Core Unit		
1	BSBMKG621	Develop organisational marketing strategy
2	BSBMKG622	Manage organisational marketing processes
3	BSBMKG623	Develop marketing plans
4	BSBTWK601	Develop and maintain strategic business networks
Elective Units		
1	BSBMKG624	Manage market research
2	BSBMKG626	Develop advertising campaigns
3	BSBCRT512	Originate and develop concepts
4	BSBFIN501	Manage budgets and financial plans
5	BSBLDR601	Lead and manage organisational change
6	BSBSTR601	Manage Innovation and Continuous improvement
7	BSBMKG627	Execute advertising campaigns
8	BSBOPS601	Develop and implement business plans

Award

Successful completion of all the twelve (12) unit of competencies required to be awarded with an AQF certification. Partial completions will be awarded with a Statement of Attainment.

Trainers description

Dear Students,

Welcome to Salisbury College Australia, my name is **Mohammad Mamunur Rashid** I would like to take the opportunity to congratulate all for selecting the Salisbury College to build your future career path. I also would like to ensure you that learning experience will very pleasurable and impressive during study at Salisbury College Australia. I have diverse background and versatility in training both domestic and international audiences empowering me to tap on a plethora of experiences in sharing, connecting and engaging with students.



Passionate about making a difference, I believe in the power of experiences in inspiring transformations. I envision training & development as a platform for every person to discover the limits of their potential — and exceed them. I am really excited to meet you in my classroom and this will be the great opportunity for me to exchange knowledge and idea with a diverse group of students, who choose Salisbury College Australia to build their future career path. Remember “Education is the most powerful weapon which you can use to change the world” – Nelson Mandela”

Sincerely



Dear Students,

Welcome to Salisbury College Australia! We are thrilled to have you join us. I am **Mohammed Miner**, your instructor at Salisbury College Australia. I'm deeply passionate about mentoring and guiding students, and I'm dedicated to helping you succeed on your educational journey here, setting you up for a promising career. In my background, I've completed my Bachelor of Commerce with honours and my Master of Commerce in Management. I've accumulated over 23 years of experience in corporate, SME, and not-for-profit sectors.

Throughout my career, I've worked in diverse industries, including Airlines, Travel and Tourism, Energy, and Real Estate, primarily in the professional domains of Marketing, Customer Service, Sales, and Business Development. I've also been actively involved with various consultancy and business endeavours.

As you embark on your educational journey, we encourage you to seize the opportunity to broaden your horizons. This includes meeting new people, exploring new experiences, immersing yourself in campus life, and maximising the activities and resources available at Salisbury College Australia. Above all, always believe in yourself, and let's progress together.

Your success starts with us

How to apply?

Email us

admissions@sc.edu.au

Call us

1300 121 888

Visit us

Level 5, 14 Railway Parade

Burwood NSW 2134



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