

BSB50620

Diploma of Marketing and Communication

- Get invaluable real-world marketing skills and knowledge
- Become a part of the fastest growing industry worldwide
- Fit your study around your work hours or family commitments

Learn real skills for a career in a growing, fast-paced industry

The Diploma of Marketing and Communication course is the perfect way to prepare for a modern marketing career. Whether you're an entrepreneur, marketer at heart, or looking into starting your own business and need to reach new customers – this course will help establish your skills and grow your ideas using technology-driven tactics. Marketing allows you to combine your creative mindset with analytical skills in order to come up with innovative ideas that are backed by research.

What does the course cover?

- Identifying opportunities for marketing products and services
- Developing professional marketing plans and strategies
- Creating innovative marketing content and campaigns
- Analysing both research and data to make informed decisions

Key benefits

100% digital

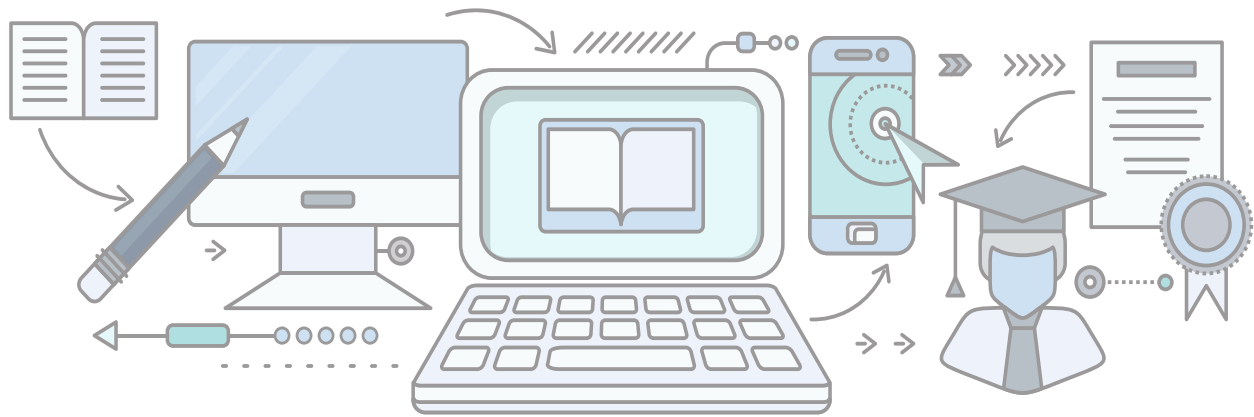
No chunky textbooks or work books means you really can study anywhere. Get involved in practical exercises wherever you've got an internet connection, or download your lessons to read on your PDF eReader app any time.

Practical and up to date

You'll learn the foundation skills and theories of marketing that are applicable in a wide variety of industries. Alongside that, you'll get insights and examples from industry professionals working in marketing today. We're regularly updating our lessons with the latest topics and technologies, so as soon as you graduate you will be ready to hit the ground running.

Nationally recognised

This qualification is nationally recognised. It's part of the Australian Qualifications Framework. This means you may be able to use it as a pathway to higher education qualifications at institutions around Australia.



Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, ‘online’ doesn’t mean ‘alone’. You’ll be backed by our trainers at every step along the way. You’ll get:

- Easy-to-follow course materials
- Videos and webinars
- Support from your course trainers (phone, email, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

What is the course duration?

This course was designed to be completed within 12-24 months. This allows time to fit study around other work and social commitments.

Your completion time frame depends on your previous education, work experience, time availability and work rate. For example, if you’re completing your practical exercises as part of your work duties, you could kill two birds with one stone! Of course, if you’re having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

What is the course structure?

This course is delivered completely online. This means you’ll access your learning and assessment resources using an online portal. You can access this anywhere and anytime. You’ll need to study a total of 12 nationally recognised units.

What are the entry requirements?

Before starting the BSB50620 Diploma of Marketing and Communication, you’ll need to have completed one of the below:

- **Have two years equivalent full-time relevant work experience.**
- **Completed the BSB42415 Certificate IV in Marketing and Communication***
- **Completed the Marketing and Communication skillset*, made up of these units:**
 - BSBCMM411 Make presentations
 - BSBCRT412 Articulate, present and debate ideas
 - BSBMKG433 Undertake marketing activities
 - BSBMKG435 Analyse consumer behaviour
 - BSBMKG439 Develop and apply knowledge of communications industry
 - BSBWRT411 Write complex documents

*You will need to send to us a transcript, record of results or statement of attainment showing the units you have completed. If you hold the actual qualification, you will need to also send us a copy of your certificate.

Course costs

Monarch’s courses are competitively priced.

Check our website for the most up-to-date prices at

www.monarch.edu.au/courses
or call us on **1300 738 955**.

Course modules

Module 1 / Conduct Market Research

- BSBWRT411
Write complex documents
- BSBMKG543
Plan and interpret market research
- BSBMKG435
Analyse consumer behaviour

Module 2 / Develop Marketing Content

- BSBMKG555
Write persuasive copy
- BSBCMM511
Communicate with influence
- BSBCRT512
Originate and develop concepts

Module 3 / Plan Marketing Activities

- BSBMKG541
Identify and evaluate marketing opportunities
- BSBMKG552
Design and develop marketing communication plans
- SIRXMKT007
Develop a digital marketing plan

Module 4 / Undertake Marketing Activities

- BSBPMG430
Undertake project work
- BSBMKG542
Establish and monitor the marketing mix
- BSBMKG551
Create multi platform advertisements for mass media



Jobs and career pathways

Get ready for an exciting career in the fast-paced world of marketing and communications! Marketing is a broad skill set that is essential in many different industries, helping organisations grow and reach new heights. Whether you want to build a brand from the ground up or craft larger than life campaigns, a marketing qualification can open the door to a wide range of opportunities.

Marketing professionals work in a variety of industries in Private, Public, and Not-for-profit sectors. Wherever you want your career to take you, the sky is the limit.

We're here to build your confidence, skills and knowledge. The stuff you can't get from textbooks or experience alone - no matter what educational background that might be! In this course you'll learn how to plan and implement creative marketing strategies, conduct and document market research, develop compelling marketing content, coordinate both advertising and marketing projects, and analyse results to make data-driven decisions.

The Diploma of Marketing course can also be a pathway to further study.

You'll get skills to help you take on new roles such as:

- Marketing Manager
- Brand Manager
- Product Marketing Manager
- Promotions Manager
- Digital Project Officer
- Communications Officer
- Media Advisor
- Marketing Specialist
- Campaign Coordinator
- Project Coordinator



**Get the skills that you
really need.**



**Unrivalled support.
Delivered with care**



**Absolute flexibility.
Your way, your terms.**

Industry insights



Marketing employment/positions projection
11.4% to 2026



Earnings (Average full time earnings)
\$1758 per week



Employed
91,500

Source: Jobs and Skills Australia Labour Market Insights 2023



Why choose Monarch Institute?

**You need a different learning experience.
We're ready to deliver.**

Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

Flexibility

- ✓ Fit study around work, family, life
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Fast assessment turnaround times with comprehensive trainer feedback

Enrol today

Chasing your dream job? Ready to level up in your career?
Start your BSB50620 Diploma of Marketing and Communication
with Monarch Institute today.



To discuss the course that's right for you call
1300 738 955



To find out more information email
info@monarch.edu.au



To enrol, visit our website
www.monarch.edu.au

