

# ADVANCED DIPLOMA OF MARKETING

BSB60507 CRICOS# 076693D



**Course Durations:**  
**30 Weeks**

**Intake: 10 Mar, 14  
Apr, 26 May, 7 Jul,  
18 Aug, 22 Sep, 3  
Nov**

## Course Description

Candidates with the prior knowledge and experience in the field of sales & marketing could take their career to the next level with Advanced Diploma of Marketing. It involves creating and implementation of marketing objectives and campaigns, reviewing and improving marketing performance, developing inter personal skill & marketing team.

At this level, candidates will be able to plan, implement and control projects from scratch including the financial aspect of the project which involves establishing budget, managing and allocating funds. Successful completion of this program combined with experience may lead a candidate into a role of

marketing director or strategist.

## Career Outcome

Possible Career outcomes after completing this qualification or units of competency:

- ♦ Marketing director
- ♦ Marketing strategist

*Queensford College has  
high-quality programs,  
affordable tuition fees, and  
experienced teachers ..*

*Silpy*



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## Entry Requirements

### International Students:

An English Language proficiency level of one of the following:

- ♦ IELTS band score of 5.5 (academic test version) or equivalent internationally recognized exam result in line with ESOS and DIAC regulations
- ♦ Satisfactory completion of 6 – 12 weeks of Upper Intermediate level English from approved ELICOS Provider registered to deliver to CRICOS students

### Other Qualifications:

- ♦ Completion of secondary studies in your home country equivalent to an Australian Year 12 qualification will be required for entry into Diploma or Advanced Diploma qualifications Preferred pathway is completion of FNS30310 Certificate III in Accounts Administration or
- ♦ Mature age students will also be considered without minimum education requirement but with relevant work experience within chosen area of study a demonstrated capacity to meet course requirements.

Note: All documents that are presented on application for enrolment at the Institute must be translated into English and be certified true copies of the original.

### English Proficiency:

IELTS 5.5 and above and not less than 5 in each band

### Academic:

Successfully completion of High School year 12 or equivalent.

[Check right for more](#)



## Pathway:

- ♦ Upon successful completion of Advanced Diploma of Marketing at Queensford College, you will be able to progress to the Bachelor Degree in the university level.



**NATIONALLY RECOGNISED  
TRAINING**

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## Unit Outline

Unit Code	Name of Unit
BSBMKG607B	Manage market research
BSBMKG603B	Manage the marketing process
BSBMKG609A	Develop a marketing plan
BSBMKG608A	Develop organizational marketing objectives
BSBMKG520A	Manage compliance within the marketing legislative framework
BSBMGT605B	Provide leadership across the organization
BSBMGT608C	Manage innovation and continuous improvement
BSBMgT616A	Develop and implement strategic plans

Students need to complete 8 units out of which 4 are core units and 4 are electives.

## How to Apply?

✓ Select the course and fill in online application form at [www.queensford.edu.au](http://www.queensford.edu.au) along with required documents as mentioned in entry requirements above.



✓ Once we receive your application, one of our course consultants will get back to you within 24 hours. They will guide you how to proceed further.



**Apply Now**

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Unlimited

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