

DIPLOMA OF MARKETING



Course Durations:
30 Weeks

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

Course Description

Diploma of Marketing provides learners with an opportunity to enhance their knowledge and skills in the area of sales and marketing. Learners will be able to identify marketing opportunities and plan & implement marketing strategies with sound knowledge of budgets and financial planning.

This will also equip you with skills in managing sales teams, advertising the marketing mix and how to identify opportunities and consumer behaviour ultimately leading you to a successful career in sales & marketing.

Career Outcome

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

- ♦ Marketing manager
- ♦ Marketing team leader
- ♦ Product manager

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

Silpy



DIPLOMA OF MARKETING

BSB51207 CRICOS# 075020J



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 Diploma of Marketing at Queensford College, you will be able to progress to the Advanced Diploma level.



**NATIONALLY RECOGNISED
TRAINING**

Malekhu Investments Pty Ltd T/A

Queensford College ABN: 17129064437

RTO: 31736 CRICOS: 03010G

Level 3, 359 Queen Street

Brisbane, Queensland

Australia 4000

P: + (61) 7 3221 1626

E: info@queensford.edu.au

www.queensford.edu.au

Unit Outline

Unit Code	Name of Unit
BSBMKG501B	Identify and evaluate marketing opportunities
BSBMKG502B	Establish and adjust the marketing mix
BSBMKG506B	Plan marketing research
BSBMKG507A	Interpret market trends and developments
BSBMKG514A	Implement and monitor marketing activities
BSBFIM501A	Manage budgets and financial plans
BSBSLS501A	Develop a sales plan
BSBADV507B	Develop a media plan

Students need to complete 8 elective units.

How to Apply?

- ✓ Select the course and fill in online application form at 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

