

Study Marketing

at Barkly International College



These qualifications reflect the roles of individuals working in a variety of marketing positions across different industry sectors that possess a sound theoretical knowledge base and demonstrate a range of managerial skills. Participants will be provided with a sound theoretical knowledge base in marketing and communication and will be equipped with a range of managerial skills to ensure that functions are effectively conducted in an organisation or business marketing environment. Participants will develop the skills and knowledge necessary in managing marketing communications and brand support activities within organisations.

- **BSB42415 - CERTIFICATE IV IN MARKETING AND COMMUNICATION**
- **BSB52415 - DIPLOMA OF MARKETING AND COMMUNICATION**
- **BSB61315 – ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION**



NORTH MELBOURNE CAMPUS

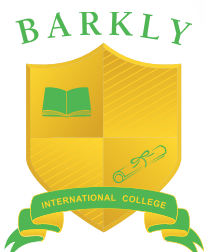
14/65 Mark Street, North Melbourne, Victoria 3051

Ph: (03) 9600 2996, (03) 9606 0568

Email: info@barklycollege.com

Web: www.barklycollege.com

Barkly International College Pty Ltd T/A Barkly International College.
CRICOS No.: 03136D | RTO No.: 22238 | ABN: 22 132 320 195



**Barkly
International
College**

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BSB42415 - CERTIFICATE IV IN MARKETING AND COMMUNICATION

Course Duration : 32 weeks
Delivery Hours : 600 Hours

Unit Code	Unit Description
Core Units	
BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BSBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry
Elective Units	
BSBMKG401	Profile the market
BSBMKG408	Conduct market research
BSBMKG413	Promote products and services
BSBMKG419	Analyse product knowledge
BSBPRO401	Develop product knowledge
BSBRES401	Analyse and present research information
BSBLDR402	Lead effective workplace relationships

BSB61315 – ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

Course Duration : 60 weeks
Delivery Hours : 1040 Hours

Unit Code	Unit Description
Core Units	
BSBADV602	Develop an advertising campaign
BSBMGT616	Develop and implement strategic plans
BSBMKG609	Develop a marketing plan
Elective Units	
BSBMGT615	Contribute to organisation development
BSBWHS605	Develop, implement and maintain WHS management systems
BSBMKG603	Manage the marketing process
BSBMKG607	Manage market research
BSBMKG611	Manage measurement of marketing effectiveness
BSBDIV601	Develop and implement diversity policy
BSBMGT608	Manage innovation and continuous improvement
BSBMKG605	Evaluate international marketing opportunities
BSBADV605	Evaluate campaign effectiveness

BSB52415 - DIPLOMA OF MARKETING AND COMMUNICATION

Course Duration : 52 weeks
Delivery Hours : 880 Hours

Unit Code	Unit Description
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPNG522	Undertake project work
Elective Units	
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research
BSBWRT501	Write persuasive copy
BSBADV507	Develop a media plan
BSBADV509	Create mass print media advertisements
BSBMKG514	Implement and monitor marketing activities
BSBMKG522	Plan measurement of marketing effectiveness
BSBLDR502	Lead and manage effective workplace relationships

Entry Requirements

- ▶ All students must be 18 years of age or over at the time of applying for admission at Barkly International College.
- ▶ IELTS band score of 5.5 or equivalent in line with DIBP regulations.
- ▶ Satisfactory completion of studies in applicant's home country equivalent to an Australian Year 12 qualification is required for entry into all courses. or
- ▶ Mature age students will also be considered without the minimum education requirements but with relevant work experience within chosen area of study and a demonstrated capacity to meet course requirements. A minimum of 5 years' experience would normally be expected but each case will be reviewed individually with relevant work experience evidenced by work reference letter on company letterhead, work samples and curriculum vitae submitted will be considered.
- ▶ A Language, Literacy, Numeracy, (LLN) assessment must be undertaken by all International Students to assign them into the correct course level.

Intake Dates

Intakes for International students are on the 15th of every month.

Recognition of Prior Learning (RPL)

Recognition of Prior Learning and credit for prior studies is available to all students who wish to apply. For further information please contact info@barklycollege.com.

Fees

No application or enrolment fees apply. For further information on fees please contact info@barklycollege.com.

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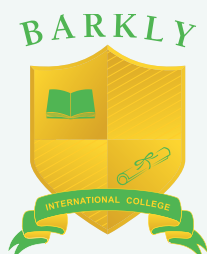
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