



Diploma of Business (Marketing) (BSB50701)

CRICOS Code 053268M (Melbourne)

Certificate IV in Business (Marketing) (BSB40701)

CRICOS Code 053267A (Melbourne)

Description of the Qualifications

Both the Diploma and Certificate in Business (Marketing) are suitable for trainees that already have a business background and for those that are just beginning in further education. The material covered throughout the course is designed to build the trainees confidence in the field by giving them real life exercises and projects to work on in a controlled learning environment. Our Business teachers are highly qualified and experienced in the field, which enables them to give the best possible support and instruction to the trainees. The Diploma qualification is recognised at a national level and is designed to further the trainee's employment opportunities after graduation. For further information on the course content please refer to the course syllabus overleaf.

Duration

The Certificate IV in Business (Marketing) is delivered over two, 9 week terms. The Diploma of Business (Marketing) is delivered over a further two, 9 week terms. Trainees who complete the Certificate IV and Diploma of Business (Marketing) will study for 1 academic year (4 terms). The study mode is full time and consists of 20 teacher contact hours per week.

Entry Requirements

The entry requirements for these courses are the successful completion of Year 11 or the equivalent of the studies in the trainee's home country and minimum English level of IELTS 5.5. Please note that the Certificate IV in Spoken and Written English at Cambridge International College has a direct pathway into all Certificate and Diploma courses at Cambridge International College.

Pathway Programs

Cambridge International College provides pathways into further education with various universities in Melbourne. Trainees who complete both the Certificate IV and Diploma of Business (Marketing) will gain 1 year (8 credits) advanced standing into the Bachelor of Business (Administration) (CRICOS BXAD06) at Holmesglen Institute of TAFE. Trainees who complete the Certificate IV in Business (Marketing) gain 3 credits advanced standing into the Bachelor of Business (CRICOS 054481J) at Central Queensland University (Melbourne Campus). Trainees who complete both the Certificate IV and Diploma of Business (Marketing) will gain 6 credits advanced standing into the Bachelor of Business (CRICOS 054481J) at Central Queensland University (Melbourne Campus).

Campus – Melbourne

Refer to www.cambridgecollege.com.au and DIAC www.immi.gov.au for more information.

2008 Course Fees

Enrolment Fee	A\$ 120
Diploma of Business (Marketing) Fee	A\$ 7,500
Certificate IV in Business (Marketing) Fee	A\$ 3,750
Textbook Fee (Compulsory)	A\$ 150
OSHC (Medical Insurance)	A\$ 348 (per year)

2008 Course Start Dates

February 4 th	July 7 th
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BSB40701	Certificate IV in Business (Marketing)
Unit Code	Unit of Competence
BSBMKG401A	Profile the market
BSBMKG402A	Analyse consumer behaviour for specific markets
BSBMKG301A	Research the market
BSBMKG407A	Make a presentation
BSBMKG408A	Conduct market research
BSBFLM412A	Promote team effectiveness
BSBCMN410A	Coordinate implementation of customer service strategies
BSBMKG405A	Implement and monitor marketing activities
BSBCMN408A	Report on financial activity
BSBCMN420A	Write complex documents
BSB50701	Diploma of Business (Marketing)
Unit Code	Unit of Competence
BSBMKG501A	Evaluate marketing opportunities
BSBMKG502A	Establish and adjust the marketing mix
BSBMKG503A	Develop a marketing communications plan
BSBMKG505A	Review marketing performance
BSBMKG506A	Plan market research
BSBMKG605A	Evaluate international marketing opportunities
BSBFLM510B	Facilitate and capitalise on change and innovation
BSBFLM509B	Facilitate continuous improvement