



Diploma of Business (Marketing) (BSB50701) **Including** **Certificate IV in Business (Marketing) (BSB40701)**

Description of the Qualification

These courses are suitable for any student who wishes to develop skills and knowledge in the core aspects of business and marketing to enable them to work as a trainee marketer. The broad range of business units that make up the courses are of great value as a general grounding for any student interested in a career in, or further study in Business.

Our Marketing course is work related and project driven, and customized to meet the needs of International students. The Diploma qualification is recognized both nationally and internationally. Students study three days per week and have access to computer labs on non-study days. Students are encouraged to have some employment experience as this will assist them in their development of business plans, business reports and marketing research.

For more information about these Qualifications go to: www.cambridgecollege.com.au

Duration

Diploma - one year of full-time study (36 weeks); Certificate IV - 6 months full-time study (18 weeks). Students will be timetabled on an average of 20 - 22 hours per week.

Career Opportunities

Students who complete these qualifications will have the skills and knowledge to enter a marketing career at the trainee level. This could include a career in market research, product development, sales and promotion and marketing planning.

Entry Requirements

The Diploma requires satisfactory completion of Certificate IV in Business (Marketing) or the equivalent. Certificate IV requires satisfactory completion of Year 11 or the equivalent. Mature age students with relevant work experience may be admitted through interview or assessment. Evidence of a minimum English level of IELTS 5.5 or its equivalent is required. Refer to www.cambridgecollege.com.au and DIMA – <http://www.immi.gov.au> for more information.

Further Studies

Cambridge International College has an agreement with CQU where if they complete the Certificate IV or Diploma of Marketing they are able to seek Advanced Standing entry to CQU's Bachelor of Business. Students may also be able to seek Advanced Standing entry to an Undergraduate Business degree offered by other Australian universities.

Course Fees:

Enrolment Fee	A\$ 120
Diploma of Business (Marketing)	A\$ 7500
Certificate IV in Business (Marketing)	A\$ 3750
Textbook Fee (compulsory)	A\$ 150
OSHC (Medical Insurance) per year	A\$ 342

Course Start Dates 2007:

February 5th

July 9th

**Students will complete the following units to obtain the Qualification:
(BSB40701) Certificate IV in Business (Marketing)**

Unit Code	Unit Name
BSBMKG401A	Profile the Market
BSBMKG402A	Analyse Consumer Behaviour
BSBMKG403A	Analyse Market Data
BSBMKG407A	Make A Presentation
BSBMKG408A	Conduct Market Research
BSBFLM412A	Promote Team Effectiveness
BSBCM406A	Maintain Business Technology
BSBCM407A	Coordinate business resources
BSBCM408A	Report on Financial Activity
BSBCM420A	Write Complex Documents

**Students will complete the following units to obtain the Qualification:
(BSB50701) Diploma of Business (Marketing)**

Unit Code	Unit name
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
BSBADV501A	Develop a Creative Concept
BSBADV502A	Write Persuasive Copy
BSBADV504A	Create Advertisements