

BSB50620



Rosehill
College

Diploma of Marketing and Communication

CRICOS 106849C



Australian
Qualifications
Framework

Course Duration:
1 Year
(52 weeks)

ONLINE STUDENTS:

AU\$ 3,500

ONSHORE INTERNATIONAL:

AU\$ 6,000

OFFSHORE INTERNATIONAL:

AU\$ 10,000

*Enrolment Fee \$250, Material Fee \$200, 4 installment plan is available.

This course is developed for students who need knowledge regarding modern marketing field. Upon completion, students will be able to demonstrate a range of marketing skills and engage actively digital marketing with exposure to varieties of marketing tools.

APPLY NOW



Intake Dates

- 24 Nov 2025
- 12 Jan 2026
- 23 Feb 2026
- 13 Apr 2026
- 25 May 2026
- 13 Jul 2026
- 24 Aug 2026
- 12 Oct 2026
- 23 Nov 2026



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www.rosehillcollege.edu.au



Career Pathways

- Marketing Manager
- Marketing Team Leader
- Product Manager

Course Outcomes

- **Design and execute integrated marketing campaigns** that align with business objectives.
- **Develop advanced communication and branding strategies** to engage target audiences across multiple channels.
- **Lead and manage marketing teams** or projects, applying leadership and collaboration skills.
- **Analyse market trends and data** to inform high-level strategic decisions.
- **Apply legal, ethical, and financial considerations** in marketing planning and execution.

Entry Requirements

For International Students:

- Must be over 18 years
- Evidence of IELTS Level 6 or equivalent if a non-native English speaker
- And have completed BSB42415 Certificate IV in Marketing and Communication Or Have completed the following units (or equivalent competencies): BSBMKG411 Make presentations; BSBMKG412 Articulate, present and debate ideas; BSBMKG433 Undertake marketing activities; BSBMKG435 Analyse consumer behaviour; BSBMKG439 Develop and apply knowledge of communications industry; and BSBMKG411 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent. Or Have two years equivalent full-time relevant work experience



BSBPMG430	Undertake project work
BSBMKG549	Profile and analyse Consumer Behaviour for international markets
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBMKG551	Create multiplatform advertisements for mass media
BSBFIN501	Manage budgets and financial plans
BSBOPS504	Manage business risk

BSBMKG545	Conduct marketing audit
BSBMKG555	Write persuasive copy
BSBMKG543	Plan and interpret market research
BSBMKG552	Design and develop marketing communication plans

