

BERKELEY
BUSINESS INSTITUTE

MARKETING STRATEGY

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Berkeley Business Institute Course Guide - 2021

MARKETING AND COMMUNICATION

www.berkeley.edu.au

MARKETING AND COMMUNICATION

WHY STUDY MARKETING?

You'll find them working in-house within organisations, or in agencies, marketing on behalf of their clients. Even solo practitioners need skills in marketing in order to be seen by the public.

While marketing encompasses many specialised skills, it also offers skills applicable to everyday life. You'll improve your ability to communicate (both verbally and in writing), to be persuasive, to strategise, to think critically, to work within a team, and to lead a team. These are skills you can take with you anywhere.

COMMON ROLES IN MARKETING

- ✓ **Marketing management –**
Lead a marketing team, and make executive decisions on brand strategy.
- ✓ **Strategy and analysis –**
Investigate the existing landscape including competitor activity, and recommend the best way forward.
- ✓ **Media planning –**
Plan and buy media space to get your message out to the world.
- ✓ **SEO and SEM –**
Pull people from Google search and social media into the world of your brand.
- ✓ **Social media –**
Put your brand in front of the eyes of social media users, and manage the social community to encourage positive word of mouth.
- ✓ **Direct marketing –**
Use email, text message and other channels to communicate one-on-one with your audience.
- ✓ **Content creation –**
Create content to communicate with your audience, including video, design, copywriting, and photography.
- ✓ **Public relations (PR) –**
Ensure your brand is being perceived in a positive light by the public.
- ✓ **Marketing research –**
Understand the psychology behind consumer behaviour, through such means as surveys and focus groups.



A wide range of career options

The diversity in careers in marketing and advertising has been fuelled by ongoing innovations in digital technology, allowing marketing and advertising graduates to enter professions in exciting fields like online digital marketing and social media advertising.



Demand opportunities

You will find no shortage of work as a marketing and advertising expert. Marketing is an essential process for every business or organisation, especially since our global consumer markets are growing increasingly competitive as time goes by.



Incredible earning potential

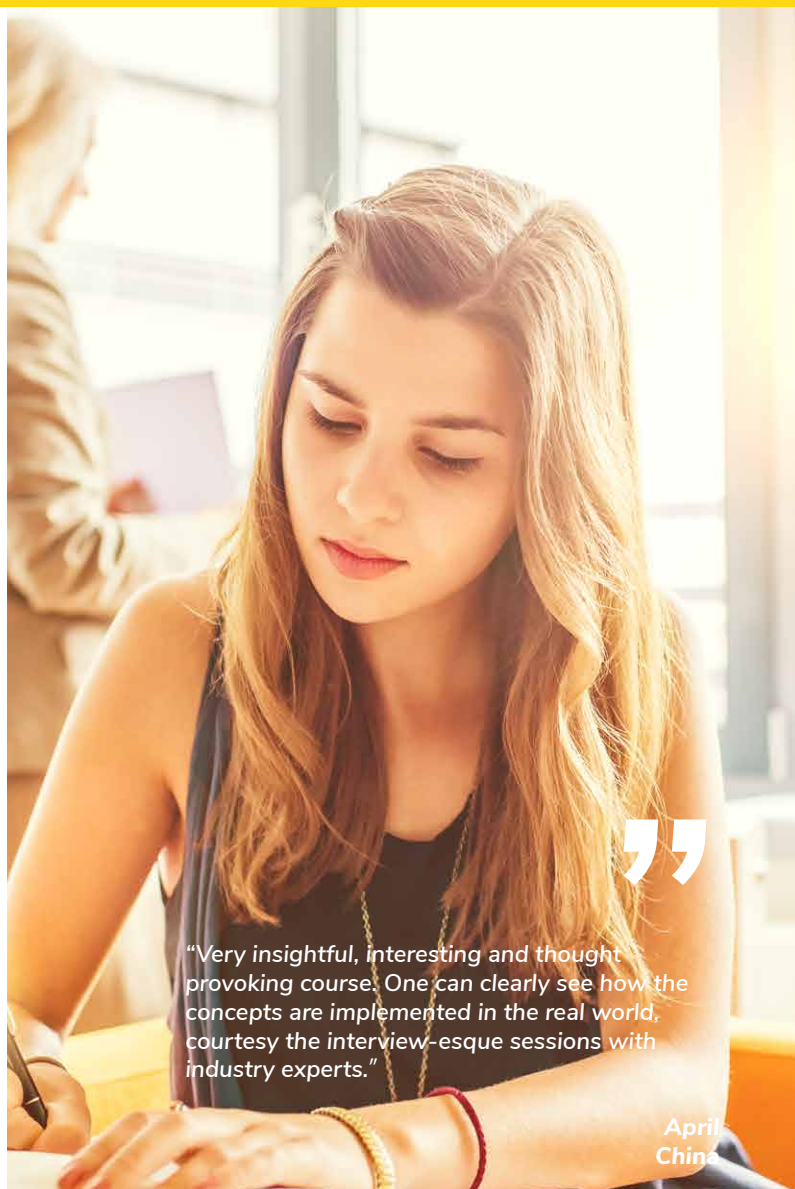
Marketing and advertising professionals are highly-valued in companies and other organisations, which means that they are remunerated well for the work that they do. As you progress in your marketing and advertising career, you are unlikely to be disappointed by your ability to achieve financial security in a competitive international career market.



Let your creative juices flow

Nobody wants to do a job that is boring or repetitive. Creative, out-of-the-box thinking is a must in any marketing and advertising profession where you will be exposed to many different projects and opportunities.

CHOOSING A CAREER PATH IS A DAUNTING PROCESS.



“Very insightful, interesting and thought provoking course. One can clearly see how the concepts are implemented in the real world, courtesy the interview-esque sessions with industry experts.”

April
China

COURSE PATHWAYS



FLEXIBLE ONLINE STUDY

Our online study option is available to all domestic and overseas students. This study mode is best for students who prefer a flexible schedule that matches their daily routine and to study at their own pace.

Students who enrol in our courses will have access to Berkeley Business Institute's learning resources through our online platform 'E-learning'. Studying the theory component of our course online will not change the learning outcomes required by the courses.

UNIVERSITY ARTICULATION PATHWAYS



E-learning Access

<https://elearning.berkeley.edu.au/login/index.php>

Tutorial for Virtual Class

<https://www.youtube.com/watch?v=uYnryIM0Uw&t=1s>



WHAT CAN YOU DO ON E-LEARNING:

- ✓ On-line study and attendance
- ✓ Download study materials
- ✓ Download online study guide
- ✓ Download assessments
- ✓ Assessment submission
- ✓ Weekly online activities



CRICOS COURSE CODE: 105036D | COURSE CODE: BSB40820

CERTIFICATE IV IN MARKETING AND COMMUNICATION

This qualification reflects the role of individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
52 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

There are no entry requirements for this qualification however it is recommended that individuals should:

- be 18 years or older; and
- have completed Year 11 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB40820, a person could seek employment opportunities in various business and commercial enterprises as:

- ✓ Media Planner
- ✓ Assistant Account Manager (Advertising)
- ✓ Community Relations Team Leader (Local Government)
- ✓ Marketing Officer
- ✓ Direct Marketing Officer
- ✓ Copywriter
- ✓ Assistant Advertising
- ✓ Advertising Account Coordinator
- ✓ Account Planner
- ✓ Market Research Assistant
- ✓ Public Relations Officer
- ✓ Marketing Coordinator
- ✓ Sales Administrator
- ✓ Promotions Assistant Manager

QUALIFICATION STRUCTURE

BSBWRT411	Write complex documents
BSBCMM411	Make presentations
BSBCRT412	Articulate, present and debate ideas
BSBMKG439	Develop and apply knowledge of communications industry
BSBMKG433	Undertake marketing activities
BSBMKG435	Analyse consumer behaviour
BSBMKG440	Apply marketing communication across a convergent industry
BSBINS401	Analyse and present research information
BSBOPS403	Apply business risk management processes
BSBMKG431	Assess marketing opportunities
BSBMKG434	Promote products and services
BSBPEF402	Develop personal work priorities

PATHWAYS FROM THE QUALIFICATION

BSB50620 Diploma of Marketing and Communication or a range of other Diploma qualifications within the BSB Business Services Training Package, or other Training Packages.



INTAKES DATES 2021

■ 12 July ■ 09 Aug ■ 11 Oct ■ 08 Nov



CRICOS COURSE CODE: 105037C | COURSE CODE: BSB50620

DIPLOMA OF MARKETING AND COMMUNICATION

This qualification reflects the role of individuals who apply project management skills and knowledge in a variety of contexts, across a number of industry sectors. The job roles that relate to this qualification may include Project Manager and Project Team Leader.

Individuals in these roles have project leadership and management roles and are responsible for achieving project objectives. They possess a sound theoretical knowledge base and use a range of specialised, technical and managerial competencies to initiate, plan, execute and evaluate their own work and/or the work of others.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
78 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

- Entry to this qualification is limited to those who have completed the following units (or equivalent competencies):
 - BSBCMM411 Make presentations;
 - BSBCRT412 Articulate, present and debate ideas;
 - BSBMKG433 Undertake marketing activities;
 - BSBMKG435 Analyse consumer behaviour;
 - BSBMKG439 Develop and apply knowledge of communications industry; and
 - BSBWRT411 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
 - are 18 years or older; and
 - have completed Year 12 or its equivalent with suitable English language skills.
 - International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

PATHWAYS FROM THE QUALIFICATION

BSB60520 Advanced Diploma of Marketing and Communication or a range of Advanced Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.



INTAKES DATES 2021

■ 12 July ■ 09 Aug ■ 11 Oct ■ 08 Nov

QUALIFICATION STRUCTURE

BSBMKG552	Design and develop marketing communication plans
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBPMG430	Undertake project work
BSBMKG555	Write persuasive copy
BSBMKG549	Profile and analyse consumer behaviour for international markets
BSBMKG545	Conduct marketing audits
BSBMKG544	Plan and monitor direct marketing activities
BSBMKG546	Develop social media engagement plans
BSBFIN501	Manage budgets and financial plans
BSBMKG543	Plan and interpret market research
BSBOPS504	Manage business risk

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB50620, a person could seek employment opportunities in various business and commercial enterprises as:

- | | |
|---------------------------------|-------------------------|
| ✓ Sales Manager | ✓ Marketing Manager |
| ✓ Product Manager | ✓ Campaign Manager |
| ✓ Public Relations Manager | ✓ Marketing Coordinator |
| ✓ Account Manager (Advertising) | ✓ Marketing Team Leader |



CRICOS COURSE CODE: 105038B | COURSE CODE: BSB60520

ADVANCED DIPLOMA MARKETING AND COMMUNICATION

This qualification reflects the role of individuals who provide leadership and support strategic direction in the marketing and communications activities of an organisation. Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
104 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

- Entry to this qualification is limited to those who have completed the following units (or equivalent competencies):
 - BSBMKG541 Identify and evaluate marketing opportunities;
 - BSBMKG542 Establish and monitor the marketing mix;
 - BSBMKG552 Design and develop marketing communication plans;
 - BSBMKG555 Write persuasive copy; and
 - BSBPMG430 Undertake project work.
 - Equivalent competencies are predecessors to these units, which have been mapped as equivalent.
- or
- Have four years equivalent full-time relevant work experience
 - are 18 years or older; and
 - have completed Year 12 or its equivalent with suitable English language skills.
 - International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may choose to undertake studies at higher education level.



INTAKES DATES 2021

■ 12 July ■ 09 Aug ■ 11 Oct ■ 08 Nov

QUALIFICATION STRUCTURE

BSBMKG622	Manage organisational marketing processes
BSBTWK601	Develop and maintain strategic business networks
BSBMKG623	Develop marketing plans
BSBMKG621	Develop organisational marketing strategy
BSBOPS601	Develop and implement business plans
BSBSTR601	Manage innovation and continuous improvement
BSBLDR601	Lead and manage organisational change
BSBFIN601	Manage organisational finances
BSBMKG624	Manage market research
BSBLDR602	Provide leadership across the organisation
BSBAUD601	Establish and manage compliance management systems
BSBMKG626	Develop advertising campaigns

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB60520, a person could seek employment opportunities in various business and commercial enterprises as:

- ✓ Client Services Executive
- ✓ Marketing Strategist
- ✓ Marketing Director
- ✓ Advertising Account Planning Manager
- ✓ Advertising Account Director
- ✓ Marketing Manager
- ✓ Client Services Director



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JOIN
BBI



Flexible study options

33% of the courses are delivered online that gives you flexibility at your suitable time



Multi pathway entry

Successful completion will entry into higher education of hospitality courses.



Student support

Students are satisfied with the support they received at their institution, whether enrolment systems, learning advice, careers advisors and health services were available and helpful.



Teaching quality

All the students are satisfied with the teaching they have received



Campus futures

Modern and up-to-date new campus with mutipal facilities which located in Sydney CBD, closed to transports, mall and restaurants.



Learner engagement

Students are satisfied with their engagement with learning at their institution and whether they had a sense of belonging at their institution.

ORIENTATION AND ENROLMENT

Orientation is usually held on the Thursday prior to the course commences dates and starts at 9.00 am. It is compulsory for all new newly arriving international students. At orientation, students will get to meet our friendly staff, have a tour of the campus, receive their timetable, their student ID card and have a chance to ask any questions about the course and living in Australia. Students will be provided with the information they need to know about BBI and links to all the forms they will need whilst studying with us.



STUDENT SUPPORT

To assist you while studying at BBI, we have student welfare officers who provide on-going support services to students. The student welfare officers are friendly and they can give personal advice and assistance to students in many areas including academic advice, student visas, health insurance, welfare, social activities and effective study methods. They are also the initial point of contact for all students.





START YOUR STUDY JOURNEY WITH US

STEP 1: CHOOSE A COURSE

Check out our course outline and entry requirements at www.berkeley.edu.au

STEP 2: COMPLETE ENROLLMENT FORM






Download and complete the Enrolment form. Read the terms & conditions and Student Handbook, these available from our website.

Enrolment Form 

Student Handbook 

STEP 3: STEP 3: PROVIDE RELEVANT DOCUMENTS

Attach all relevant documents. For example

-  Certified copies of passport
-  Education qualifications
-  English qualifications
-  Working experience (if relevant)
-  RPL application (if relevant)

STEP 4: SUBMIT YOUR APPLICATION

Return your application form and the necessary documents to :
Berkeley Business Institute
Suite 2, Level 1 , 338 Pitt St. Sydney NSW 2000 AUSTRALIA
OR email to : info@berkeley.edu.au

STEP 5: RECEIVE AN OFFER LETTER

Upon receipt of your Enrolment Form and supporting documents, an interview will be conducted by a member of the Institute's Admission Team or a delegate to assess on your suitability to the course that you have applied for.

If your application is successful you will receive a letter of offer for you nominated course along with a written agreement. When we receive your signed student agreement and fees, we will send you an electronic Confirmation of Enrolment(eCoE). This eCoE is used to apply for your student visa. Once the visa is granted, you are ready to go!

YOUR SAFETY IS OUR FIRST PRIORITY

Our campus is registered as a COVID safe business. Our students' and staff safety is our highest priority. In light of the COVID 19 pandemic, Berkeley Business Institute provides the opportunity for you to attend support classes by attending campus while maintaining social distancing or by joining the live online lectures remotely via video conferencing. Our friendly staff are also here to support !

Mode of course delivery:

During the COVID-19 pandemic all of our courses will be delivered 100% online to reduce the spread of the virus and safeguard the welfare of our students, staff and the community.

Timetable:

The Online Class timetable may differ from the actual(face-to-face) class timetable. The nature of student support and engagement may also vary during this online delivery period.

Please contact the college if you have any enquiries regarding the mode of delivery and the timetable



Make Quality Education

Fair and Accessible

CONTACT WITH US

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