“Learn to love your career”

DIPLOMA OF MARKETING

BSB51207
Ivy College offers flexible courses in Marketing - designed to give you the marketing skills, practical tools and confidence to succeed.

EMPLOYMENT OPPORTUNITIES FOR PROFESSIONALS IN MARKETING GREW 20.3% IN THE LAST 5 YEARS.
– Dept. of Employment “Australian Jobs 2014 - Publication”

College of Business & Management

“Make the most of your creative flair and passion with a rewarding career in marketing”

Ivy College offers flexible courses in Marketing - designed to give you the marketing skills, practical tools and confidence to succeed.
STUDY ONLINE WITH A QUALITY PROVIDER
Studying online is easy and convenient using myIVY, the College’s purpose-built learning management system. We’ll even provide a tuition session once you’ve enrolled.

SUPPORT WORKSHOPS
For added support, you have the option of attending our regular workshops – where you can meet face to face with your trainer and study peers to discuss course work and share challenges.

STUDY NOW & PAY LATER
With the Australian Government student loan scheme, VET FEE-HELP*, eligible students can defer all tuition fees. You’re not required to pay for your course until you reach the repayment threshold which is $53,345 for the 2014-15 income year. Repayments are then made via the taxation system. VET FEE-HELP is available on all courses delivered by Ivy College on behalf of Study Group Australia.

NATIONALLY RECOGNISED
Courses delivered by Ivy College are all nationally recognised, the same as TAFE courses.

START ANYTIME
Apply online and begin your course today.

STUDY ANYTIME
As an online student you can study anywhere! There are no timetables, no semesters and no deadlines. Courses are designed to meet your needs; not the needs of the College.

RECEIVE A "STUDY COACH FOR LIFE"
Our “Study Coach for life” policy means a single academic point of contact is allocated to you for the life of your enrolment. You can ask questions and receive a quick response from the one person throughout your study.

CAREER SUPPORT
Our job is to help you achieve the career you want; not just the course you need to qualify. Our career services can be tailored to include professional Résumé building, one-on-one career coaching sessions, personal career plan development and LinkedIn profile update.

“FREEZE” YOUR STUDY
We know you have busy periods that prevent you from studying. At Ivy you can freeze your enrolment for up to 3 months, just like you would with your gym membership. If you advise us on or before the relevant census date, no fees will apply.

NO ADMINISTRATION OR ADMISSION FEES
Another reason to choose Ivy.

APPLY ONLINE AND START IMMEDIATELY
Provided you meet the minimum entry criteria, you can apply entirely online – no paperwork - and begin your course immediately.

* To find out more, visit: www.ivy.edu.au/get-started/vet-fee-help/
DIPLOMA OF MARKETING
BSB51207

Qualification: Diploma of Marketing
Nationally Recognised: Yes
National Code: BSB51207
Course Fee: $14,992^ (Effective 1 January 2015. Prices subject to change. Visit ivy.edu.au for latest Schedule of Fees.)

VET FEE-HELP available?: Yes, if you are an Australian citizen & meet the eligibility requirements, you can apply for VET FEE-HELP funding. Study now, pay later.
VET FEE-HELP is available on all courses delivered by Ivy College on behalf of Study Group Australia.

Course duration:
- 6 months - Fast-track
  (18 study hours/week on average)
- 12 months - Part-time
  (9 study hours/week on average)

Number of Subjects: 8

The Diploma of Marketing is perfect for anyone looking to accelerate their career in marketing.
Whether you’re seeking new challenges in your current marketing role, or wish to kick-start your marketing career – this nationally recognised qualification equips you with the skills and confidence to succeed.

Delivery Mode: Online, with a difference.
Study online + access to support workshops in CBD locations. It’s the best of both worlds!

Assessment: A variety of assessment methods form part of this course including written assignments, presentations, portfolios of work, role plays & projects.
There are no formal written exams.

Start dates: Start anytime

Qualification awarded by: Study Group Australia Pty Limited
RTO Code 5806

Ivy Institute Pty Ltd trading as Ivy College (RTO Code 40718) proudly delivering on behalf of Study Group Australia Pty Ltd (RTO Code 5806), an approved VET FEE-HELP provider.
## Subjects

The following list of subjects comprise the Diploma of Marketing, delivered by Ivy College.

Students are required to complete all 8 subjects to be awarded this qualification.

- Market Evaluation
- Marketing Essentials
- Market Research
- Market Trends
- Marketing Management
- Services Marketing
- Integrated Marketing Communications
- Develop Marketing Plan

For alignment of these subjects to units of competency from the training package visit ivy.edu.au.

Availability of subjects may change in which case an alternative subject will be offered.

## Workshops

Just because you're learning online doesn't mean you're on your own. You have the opportunity to attend regular workshops at one of our training locations in Sydney, Brisbane, Melbourne, Perth or Adelaide.

These workshops are designed for those students who want additional support. While not a compulsory part of the course, it's reassuring to know that you can meet up with trainers and peers on a regular basis, if necessary.

Workshop dates and locations are subject to change and minimum numbers. Latest schedule is published online at ivy.edu.au.
Follow these 5 easy steps to launch your new career in marketing.

1. Eligible applicants may apply online and commence study immediately. Study now and pay later with VET FEE-HELP.

2. Complete subjects at your own pace and at a time you choose, within the course duration. Receive support from your dedicated trainer, including outside of business hours. If life gets too busy, “freeze” your study for up to 3 months, at no cost (provided you advise us on or before the relevant census date).

3. Interact with other students via online discussion forums. Submit assessments as you go and receive feedback within 72 hours.

4. For personal support choose to attend optional workshops.

5. Before you graduate receive career support to help land your dream job, including career-coaching, Résumé review and LinkedIn profile updates.
Entry Requirements

To enrol in any of Ivy’s Diploma-level courses you will need to have one of the following:

- Australian Year 12 or equivalent; or
- a Certificate IV; or
- during the enrolment process be able to demonstrate that you have the skills and capability to succeed in the course.

All students are also required to have a unique email address.

Technology Requirements

Once enrolled you will gain access to myIVY, your purpose-built learning management system, in order to complete your coursework and assessment tasks. To do this you will need access to a computer satisfying the following minimum systems requirements:

Operating system: Windows, Mac OS X, Linux

Software: Adobe Acrobat Reader (latest versions available for free download at Adobe website)

Internet: Supported browsers include Firefox 3+, Google Chrome 4+, Microsoft Internet Explorer 7 and 8, Opera 9+, Safari 3+ (download latest browser software for free online). You will need a reliable Internet connection, preferably Broadband (64 Kbit/sec or faster)

Access to a printer and digital camera/recording device is also required.

RPL & Mutual Recognition

Recognition of Prior Learning (RPL) is the formal acknowledgment of your existing skills and knowledge, gained from work and life experience. It’s based on the premise that you do not need to undertake training for skills you already possess.

The RPL application process requires you to provide evidence of, or demonstrate, your current ability to competently perform the requirements of a unit(s) of competency within your course.

Qualifications and VET Statements of Attainments issued by another Registered Training Organisation will be recognised by Ivy College via our Mutual Recognition process. You will be asked if you would like to apply for RPL or Mutual Recognition on the enrolment form.

Additional Fees

- Recognition of Prior Learning (RPL) 30% of each unit fee - refer to [ivy.edu.au](http://ivy.edu.au) for detail
- Mutual Recognition No Charge
- Incidental Fees Refer to [ivy.edu.au](http://ivy.edu.au)
If you're ready to take the step towards a more satisfying career, there's nothing stopping you.

Our courses have no semester intakes so you can literally begin whenever you like, and if eligible you can defer payment by applying for VET FEE-HELP.

Enrol online today by visiting **ivy.edu.au** or call **1300 659 157**

Enrol Today!