



**Certificate IV in Marketing**  
(26 Weeks)

**\$3,000**

Cricos Code: 084486M

**Original price: \$ 4,500**

- Profile the market
- Analyse consumer behaviour
- Conduct market research
- Develop product knowledge
- Conduct e-marketing communications

\*Material Fee: \$ 250(E - BOOK)



**Diploma of Marketing**  
(26 Weeks)

**\$3,000**

Cricos Code: 084487K

**Original price: \$ 4,500**

- Marketing mix
- Market trends and developments
- Implement and monitor marketing activities
- Manage budgets and financial plans
- Implement crisis management plans

\*Material Fee: \$ 250(E - BOOK)



**Advanced Diploma of Marketing**  
(52 Weeks)

**\$6,000**

Cricos Code: 084488J

**Original price: \$ 8,000**

- Organisational marketing objectives
- Manage marketing process
- Develop and implement business plan
- Innovation and continuous improvement
- Develop a marketing plan

\*Material Fee: \$ 250(E - BOOK)

## Two Courses Package

**\$6,000**

## All Courses Package

**\$12,000**

Aug	Sept	Oct	Nov	Dec	Total	
10	18	18	22	4	545	
9	16	22	20	4	587	
9	17	23	22	3	611	
4	15	20	19	1	501	
7	19	23	14	9	528	
7	11	4	6	7	385	
11	21	24	20	4	540	
2	12	7	13	0	180	
11	20	25	20	3	481	
	<b>70</b>	<b>149</b>	<b>166</b>	<b>156</b>	<b>35</b>	<b>4358</b>



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\*First COE, material fee waived / November, December 2014 Intake only

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