



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	
	70	149	166	156	35	4358



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

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