

2020 DIPLOMA AND ADVANCED DIPLOMA FEE RATES

DEPARTMENT: BUSINESS MANAGEMENT AND FINANCE
 National Course Code: BSB52415
 Course Name: DIPLOMA OF MARKETING AND COMMUNICATION

STUDENT TUITION FEES			
ELIGIBLE FOR A GOVERNMENT SUBSIDISED PLACE		ELIGIBLE FOR A GOVERNMENT SUBSIDISED PLACE - SKILLS RECOGNITION(SR) FEES	
Cost Per Scheduled Contact Hour(SCH)	\$6.90	Cost Per Scheduled Contact Hour(SCH)	\$6.90
Course Fee for a Government Subsidised Student up to	\$4,350		
INELIGIBLE FOR A GOVERNMENT SUBSIDISED PLACE		INELIGIBLE FOR A GOVERNMENT SUBSIDISED PLACE - SKILLS RECOGNITION (SR) FEES	
Cost Per Scheduled Contact Hour(SCH) for Non Government Subsidised Student	\$9.92	Students Ineligible for a Government Subsidised Place-Cost Per Scheduled Conta	\$6.90
Course Fee for a Non Government Subsidised Student up to*	\$6,250		

*CENSUS DATES : Census dates are set at 20% from the confirmed unit of study start date

*EFTSL : Equivalent Full Time Student Load

Mode of Delivery: Classroom Based, Flexible Delivery(Only for Select Courses or Units of Study)

Skills Recognition - Additional Census date for all Skills Recognition are 30-03-20 and 29-11-2020

Unit of Study Code	Unit of Study Name	EFTSL*	Hours	Fees - Government Subsidised Students (\$)	Fees - Non Government Subsidised Student (\$)	SR Fees for Government Subsidised Student (\$)	Campus	Start Date	End Date	Census Date
BSBFIA501	Report on finances related to international business	0.0556	70	\$483.00	\$694.40	\$483.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG501	Identify and evaluate marketing opportunities	0.0556	70	\$483.00	\$694.40	\$483.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG502	Establish and adjust the marketing mix	0.0476	60	\$414.00	\$595.20	\$414.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG507	Interpret market trends and developments	0.0397	50	\$345.00	\$496.00	\$345.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG510	Plan e-marketing communications	0.0159	20	\$138.00	\$198.40	\$138.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG514	Implement and monitor marketing activities	0.0397	50	\$345.00	\$496.00	\$345.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG515	Conduct a marketing audit	0.0317	40	\$276.00	\$396.80	\$276.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG523	Design and develop an integrated marketing communication plan	0.0476	60	\$414.00	\$595.20	\$414.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBMKG527	Plan social media engagement	0.0397	50	\$345.00	\$496.00	\$345.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBPMG522	Undertake project work	0.0476	60	\$414.00	\$595.20	\$414.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBWRT501	Write persuasive copy	0.0397	50	\$345.00	\$496.00	\$345.00	Preston	13-Jul-20	18-Sep-20	15-Aug-20
							Preston	03-Feb-20	24-Apr-20	15-Mar-20
BSBEBU511	Develop and implement an e-business strategy	0.0397	50	\$345.00	\$496.00	\$345.00	Preston	05-Oct-20	04-Dec-20	15-Nov-20
							Preston	27-Apr-20	26-Jun-20	15-May-20