

2021 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)	\$7.22	Cost Per Scheduled Contact Hour(SCH)	\$7.22
Course Fee for a Government Subsidised Student up to	\$4,550		
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	\$10.31	Students Ineligible for a Government Subsidised Place-Cost Per Scheduled Contact Hour	\$7.22
Course Fee for a Non Government Subsidised Student up to*	\$6,500		

*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 30-03-21 and 29-11-2021

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	\$505.40	\$721.70	\$505.40	Preston	19-Apr-21	18-Jun-21	15-May-21
							Preston	04-Oct-21	03-Dec-21	15-Oct-21
BSBMKG501	Identify and evaluate marketing opportunities	0.0556	70	\$505.40	\$721.70	\$505.40	Preston	01-Feb-21	02-Apr-21	15-Mar-21
							Preston	19-Jul-21	17-Sep-21	15-Aug-21
BSBMKG502	Establish and adjust the marketing mix	0.0476	60	\$433.20	\$618.60	\$433.20	Preston	01-Feb-21	02-Apr-21	15-Mar-21
							Preston	19-Jul-21	17-Sep-21	15-Aug-21
BSBMKG507	Interpret market trends and developments	0.0397	50	\$361.00	\$515.50	\$361.00	Preston	01-Feb-21	02-Apr-21	15-Mar-21
							Preston	19-Jul-21	17-Sep-21	15-Aug-21
BSBMKG510	Plan e-marketing communications	0.0159	20	\$144.40	\$206.20	\$144.40	Preston	19-Apr-21	18-Jun-21	15-May-21
							Preston	04-Oct-21	03-Dec-21	15-Oct-21
BSBMKG514	Implement and monitor marketing activities	0.0397	50	\$361.00	\$515.50	\$361.00	Preston	01-Feb-21	02-Apr-21	15-Mar-21
							Preston	19-Jul-21	17-Sep-21	15-Aug-21
BSBMKG515	Conduct a marketing audit	0.0317	40	\$288.80	\$412.40	\$288.80	Preston	19-Apr-21	18-Jun-21	15-May-21
							Preston	04-Oct-21	03-Dec-21	15-Oct-21
BSBMKG523	Design and develop an integrated marketing communication plan	0.0476	60	\$433.20	\$618.60	\$433.20	Preston	19-Apr-21	18-Jun-21	15-May-21
							Preston	04-Oct-21	03-Dec-21	15-Oct-21
BSBMKG537	Develop a social media engagement plan	0.0397	50	\$361.00	\$515.50	\$361.00	Preston	19-Apr-21	18-Jun-21	15-May-21
							Preston	04-Oct-21	03-Dec-21	15-Oct-21
BSBPMG522	Undertake project work	0.0476	60	\$433.20	\$618.60	\$433.20	Preston	01-Feb-21	02-Apr-21	15-Mar-21
							Preston	19-Jul-21	17-Sep-21	15-Aug-21
BSBWRT501	Write persuasive copy	0.0397	50	\$361.00	\$515.50	\$361.00	Preston	01-Feb-21	02-Apr-21	15-Mar-21
							Preston	19-Jul-21	17-Sep-21	15-Aug-21
BSBEBU511	Develop and implement an e-business strategy	0.0397	50	\$361.00	\$515.50	\$361.00	Preston	19-Apr-21	18-Jun-21	15-May-21
							Preston	04-Oct-21	03-Dec-21	15-Oct-21