

Diploma of Marketing (DIPMKT16)

1. About the Diploma of Marketing

The Diploma of Marketing (DIPMKT16) course has been designed to provide a broad understanding of marketing for those graduates wishing to enter the diverse areas found within this sector in Australia, and globally.

The purpose of the Diploma qualification type is to qualify individuals who apply integrated technical and theoretical concepts in a broad range of contexts to undertake advanced skilled or paraprofessional work and as pathway for further learning. The course aims to develop graduates with attitudes of intellectual curiosity, independent thinking, a commitment to lifelong learning, and to be ethical, reflective professional practitioners.

This qualification reflects the role of individuals who possess a sound theoretical knowledge base in marketing and demonstrate a range of skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility to support others in conducting marketing campaigns.

Graduates may find a range of career pathways and employment opportunities related to their areas of expertise and use their acquired skills to develop successful business practice. The proposed course structure will prepare graduates for, and provide pathway opportunities to, further academic and professional study.

Graduate employment opportunities

Graduates may find a range of career pathways and employment opportunities including:

- Marketing Officer
- Marketing Assistant
- Marketing Coordinator
- Assistant Product Manager
- Assistant Channel Manager
- Assistant Brand Manager
- Sponsorship Coordinator
- Marketing Research Assistant
- Media Planner

Course Overview

Course Title	Diploma of Marketing (DIPMKT16)		
Study Options – Domestic Australian students	Face to Face delivery Online delivery Full-time, accelerated and part-time options available.	Study Options – International students	International students are allowed to study the maximum of 33% of their total course through online learning. International students must study at least one subject that is not online in each compulsory study period.
Start Dates	February, June, September For specific dates visit the website .	Course Length	Full-time: 1 year (3 trimesters) Accelerated: 2 trimesters Part-time: 6 trimesters
Payment Options - Domestic Australian students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date. FEE-HELP FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.	Payment Options – International students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date.
Course study requirements	Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.	Assessment	A range of assessment methods will be used as appropriate to the problems and challenges set in the subjects, and will be marked against a set rubric which is mapped against the learning outcomes. The assessments will only be achievable if the students engage with the required knowledge and skills development.
Locations	Sydney, Brisbane, Melbourne, Adelaide Online	Delivered by	Torrens University Australia
Provider	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	CRICOS Course Code	092485A
Provider obligations	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in compliance with the Higher Education Standards 2015	Accrediting body	Torrens University Australia Limited ABN 99 154 937 005, CRICOS Provider Code: 03389E. RTO No. 41343
Course Fees	For details, refer to the website .	Any other fees	For details, refer to the website .

2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

3. Student Profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester one / Full year intake [2020]	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	6	14%
(B) Vocational education and training (VET) study	<5	N/P
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	N/P
(D) Recent secondary education:		
• Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)	<5	N/P
• Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)	0	0%
• Admitted on the basis of other criteria only and ATAR was <i>not</i> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	<5	N/P
International students	28	64%
All students	44	100%

Notes: "**<5**" – the number of students is less than 5.
N/A – Students not accepted in this category.
N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

4. Admission Criteria

Title of course of study	Diploma of Marketing
Applicants with higher education study	<p>A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider</p> <p>OR</p> <p>Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider.</p>
Applicants with vocational education and training (VET) study	<p>A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO)</p> <p>OR</p> <p>Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)</p>
Applicants with work and life experience	<p>Demonstrated ability to undertake study at the required level:</p> <ul style="list-style-type: none"> • broadly relevant work experience (documented e.g. CV), demonstrating a reasonable prospect of success; OR • formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; OR • written submission to demonstrate reasonable prospect of success.
English Language Proficiency (applicable to international students, and in addition to academic or special entry requirements noted above)	Equivalent IELTS 5.5 minimum (Academic) with skills band no less than 5.0
Applicants with recent secondary education (within the past two years) with ATAR or equivalent* (for applicants who will be selected wholly or partly on the basis of ATAR)	Year 12 or equivalent

Title of course of study	Diploma of Marketing
<i>*ATAR profile for those offered places wholly or partly on the basis of ATAR in T1 2020:</i>	
(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *
Highest rank to receive an offer	<5
Median rank to receive an offer	<5
Lowest rank to receive an offer	<5
<i>Notes: * "<5" – indicates less than 5 ATAR-based offers were made</i>	

Other admission options

(For applicants who will be selected on a basis other than ATAR)

Special Entry	Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission.
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5. How to apply

Via direct application to the institution

- <https://apply.torrens.edu.au/>

6. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy - \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions
Torrens University Australia Ltd, ABN 99 154 937 005, RTO41343, CRICOS 03389E.
Information provided in this document is current at the time of publishing (May 2022).

- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

7. Where to get further information

- Torrens University Australia (TUA) Website
 - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
 - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
 - <https://www.qilt.edu.au/>

8. Additional Information

Course Structure

The Diploma of Marketing course structure is three trimesters (80 credit points) in duration (normal full time). 8 subjects (10 credit points each) is deemed a normal full time load.

Course Rules

To qualify for the degree Diploma of Marketing, students will enroll in RAS101A and MKT101A in their first trimester of study. Student must complete satisfactorily a course of study that comprises eight core subjects, achieving 80 credit points in total.

Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>BIZ101 Business Communications</p> <p>The aim of this subject is to provide you with the knowledge and skills to enhance your personal effectiveness, employability, and academic success. This subject introduces you to the concepts of business communications and transferable academic skills.</p> <p>You will examine the different stakeholders and communication contexts which occur in the internal and external business environment, developing the skills and knowledge to effectively interpret and deliver messages in a variety of business situations. This subject will provide you with essential business skills in information literacy, presenting, writing, academic integrity and the use of technology.</p>
<p>BIZ102 Understanding of People and Organisations</p> <p>The aim of this subject is to develop an understanding of modern organisations, their structure and how people collaborate within these structures to achieve the organisation's strategic objectives and deal with the</p>

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>uncertainty of the 21st Century economy. This knowledge will form a foundation of theoretical knowledge about organisational behaviour that will be built on in future subjects. Moreover, it will develop the student's emotional intelligence and the understanding of their strengths and their application in the business context. These learning objectives will be achieved through a mixture of theoretical readings, class discussions and group projects focusing on how theoretical concepts apply to the work environment. Additionally, reflective journals will be used to apply theory to develop the students own professional capability.</p>
<p>MKT101A Marketing Fundamentals Students will gain a solid foundation in the marketing discipline introducing relevant and contemporary concepts, theories and models. The unit magnifies the importance of understanding consumer behaviour, segmentation, targeting and positioning, the extended marketing mix and ethics in marketing. Industry relevance provides students with the opportunity of applying key concepts in practical settings. These marketing foundations are expanded on in other subjects available as electives.</p>
<p>MKT102A Understanding Advertising Understanding Advertising introduces students to the fundamentals of advertising and explains how students can use this important tool to optimise communication in today's complex and fast-changing world. The subject provides an introduction to the advertising industry and explores the process of creating advertisements for different media. It begins by looking at the initial steps of advertising planning, targeting, positioning and differentiation to develop advertising strategies. Then students will learn to analyse and evaluate advertising intentions and develop an ad campaign with creative content and objectives.</p>
<p>MKT103A Integrated Marketing Communications Integrated Marketing Communications provides students with a contemporary view on the use of all different promotional tools available to marketers today such as sales promotions, direct marketing, advertising, personal selling and public relations. The unit explores how marketers can increase the number of touch points a brand can explore among its target audience in a consistent and effective manner.</p>
<p>MKT202A Marketing and Audience Research This unit provides students with both theoretical knowledge and practical application of the quantitative and qualitative marketing research process. It begins with the concept of marketing research and the research process. It discusses how to design a research project and define the research question. It identifies primary and secondary data sources, and introduces students to qualitative and quantitative research and introductory analytical methods.</p>
<p>MKG102 Consumer Behaviour This unit introduces students to the main aspects of consumer behaviour, including the societal, family and cultural influences on behaviour. The unit examines vital topics such as consumer learning, needs and wants, motivations, perceptions and experience, and specific consumer behaviours and the factors involved in consumer decision making. Students undertaking this unit are encouraged to critically appraise their own buying behaviour, which in turn assists them in acquiring, critically examining, and communicating information from a range of different sources.</p>
<p>MKG201 Business-2-Business Marketing Business-to-Business Marketing introduces students to the principles of industrial marketing, also known as B2B. The subject highlights the importance of firms building strong relationships with their business clients in the process of value creation. Students will develop an understanding of business markets and the business marketing environment and will build upon their knowledge of marketing principles and market segmentation to formulate their own B2B marketing strategy.</p>

*Note that some of the above subjects have pre-requisite requirements.

Locations

The Diploma of Marketing can be studied fully online or at the below Torrens University Campuses:

- Queensland (Brisbane) - 90 Bowen Terrace, Fortitude Valley QLD Australia 4006
- New South Wales (Sydney) -17/51 Foveaux St, Surry Hills NSW 2010
- Victoria (Melbourne) - 196 Flinders Street, Melbourne VIC Australia 3000
- South Australia (Adelaide) - 82-98 Wakefield Street, Adelaide SA Australia 5000

Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**

If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.

- **FEE-HELP**

FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- [FEE-HELP website:](http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help-)
<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->
- [FEE-HELP booklets:](http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications)
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).