A CAREER IN MARKETING

There is a role for marketers in virtually every section of business and these roles can be very diverse. Creative people have a role through the development of strategies in marketing plans or building valued relationships with customers, clients, suppliers and others. Understanding consumer behaviours, brand and product management, as well as promotions, requires team-oriented and inventive people. Identifying target markets and market research requires a more methodical approach.

Possible job titles relevant to graduates of the program include:

Job ready Martin College Graduate
» Marketing Assistant
» Marketing Officer
» PR Officer

Plus 2-5 years of experience
» Brand Manager
» PR Manager
» Marketing Manager
» Market Researcher

INDUSTRY AND JOBS

Marketing is a business function which identifies and anticipates the wants and needs of consumers, determines which target markets to serve, and enables appropriate designs of products and programs.

Marketing involves personnel looking at an organisation’s goals and strategies from different perspectives in order to increase growth and gain competitive advantage. The marketing challenges for the 21st century include technology-driven information management, e-marketing and rapid globalisation.

OVERVIEW

The Advanced Diploma of Marketing provides students with the skills needed to lead marketing teams and be responsible for the design, implementation and analysis of marketing activities within an organisation. This course has a strategic focus on applying marketing concepts, preparing you for a marketing management position. Subjects from this course can give you credit towards a degree.

The Diploma of Marketing provides a thorough understanding of pricing, promotion, product and place in both the services and commercial product areas. With the ability to produce a comprehensive marketing communications plan, Martin College graduates will be prepared to start their marketing career.

PROFESSIONAL RECOGNITION

Students of Martin College marketing studies, are eligible to apply for membership of the Australian Marketing Institute (AMI) – an industry association for those in the marketing profession. ami.org.au

For more information call 1300 762 129 or visit:
> MARTINCOLLEGE.EDU.AU
ONLINE LEARNING

Online Learning is the ideal way to gain a nationally recognised qualification without needing to sacrifice your work and life commitment.

Advantages of studying by Online Learning

» Adjust your study schedule to fit around other commitments
» Access our advanced eLearning platform Study Smart to collaborate with teachers and other learners
» Full support during office hours via email from a dedicated tutor
» Enjoy all the benefits of studying at Martin College – such as the Career Starter Program
» Access the online e2e job portal – designed especially for Martin College students
» Transfer to on-campus study if you wish
» Enrol any time

ENTRY REQUIREMENTS

Martin College offers flexible access to its courses. Students who do not have the academic qualifications indicated in the entry criteria may demonstrate, by way of interview, that they possess the skills and capability to succeed in the course applied for.

Advanced Diploma Course Applicants

Applicants will need to show they meet one of the following entry criteria:

» completion of a relevant diploma e.g. Diploma of Business; OR
» substantial relevant work experience. Applicants should have at least two years of relevant work experience and provide at least two business referees to verify employment and the tasks undertaken. Martin College will determine eligibility from this information.

Diploma Course Applicants

Applicants will need to show they meet one of the following entry criteria:

» Australian Year 12 or equivalent; OR
» a Certificate IV; OR
» demonstrated skills acquired through work experience; OR
» demonstrate through an Admissions Interview, either in person or by phone, that they have the skills and capability to succeed in the course.

WHAT IS THE MARTIN COLLEGE CAREER STARTER PROGRAM?

The Career Starter Program provides a link between academic studies and your career. It is designed to help launch your career by teaching you job search skills, giving you practical experience, and helping you to find employment after you graduate.

All Martin College students can access the Career Starter Program. While you are studying, you can attend seminars given by industry-experts who will teach you how to look for work, and how to plan your career.

The Career Starter Program will support your transition into the workforce. You will be able to access a wide range of employment opportunities through the Martin College job portal: e2e.net.

STUDY PROGRAM

ADVANCED DIPLOMA OF MARKETING

<table>
<thead>
<tr>
<th>COMPULSORY SUBJECTS</th>
<th>ELECTIVE UNITS</th>
<th>CORE UNITS</th>
<th>ELECTIVE UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>» Marketing Objectives</td>
<td>Plus 1 unit is to be selected from the following list:</td>
<td>» Marketing Essentials</td>
<td>Plus 3 units are to be selected from the following list:</td>
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<tr>
<td>» Develop Marketing Plan</td>
<td>» Accounting for Managers</td>
<td>» Market Evaluation</td>
<td>» Cross Cultural Understanding</td>
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<td>» Manage Marketing Process</td>
<td>» Effective Corporate Management</td>
<td>» Market Research</td>
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<td>» Manage Market Research</td>
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<td>» Strategic Management</td>
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<td>» Market Trends</td>
<td>» International Market Analysis</td>
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<td>» Manage Finances</td>
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<td>» Business Communication Skills</td>
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Study Group Australia Pty Limited (RTO 5806)  CRICOS Provider Codes: 01755D (Qld), 01682E (NSW) 14901A.07.13