

BSB50620

Diploma of Marketing and Communication

Course Material list



Type	Unit Code	Unit Name	Unit Price (inc GST)	Photocopy Fees	Binding Fees
Elective	BSBCRT512	Originate and develop concepts	\$30	\$22.5	\$3
Elective	BSBOPS504	Manage business risk	\$19	\$22.5	\$3
Elective	BSBPEF501	Manage personal and professional development	\$19	\$22.5	\$3
Elective	BSBOPS505	Manage organisational customer service	\$19	\$22.5	\$3
Elective	BSBMKG546	Develop social media engagement plans	\$30	\$22.5	\$3
Core	BSBPMG430	Undertake project work	\$19	\$22.5	\$3
Core	BSBMKG541	Identify and evaluate marketing opportunities	\$19	\$22.5	\$3
Elective	BSBMKG543	Plan and interpret market research	\$30	\$22.5	\$3
Elective	BSBMKG551	Create multiplatform advertisements for mass media	\$30	\$22.5	\$3
Core	BSBMKG542	Establish and monitor the marketing mix	\$19	\$22.5	\$3
Core	BSBMKG552	Design and develop marketing communication plans	\$30	\$22.5	\$3
Core	BSBMKG555	Write persuasive copy	\$30	\$22.5	\$3
Subtotal			\$294	\$270	\$36
Total					\$600