



BSB50620 Diploma of Marketing and Communication consists of eleven (11) Units of Study/Subjects, and is offered over a 12 month period, (full time study) via two study options; the Virtual Learning Environment (VLE) or the Campus Learning Environment (CLE) at a total tuition fee of \$6,000. The VSL FEE CAP for this course is \$10,813.

Delivery Location: Online and/or on campus as advised				Delivery Mode: Face to Face, Blended and/or Online		
Unit of Study / Subject	Subject code	Start date*	Census date	End date	EFTSL	Tuition fee
TERM 1 - 2022						
Marketing Communication Plans	A30056	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Marketing Projects	A30057	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Marketing Opportunities 1	A30058	31 Jan 22	14 Feb 22	1 April 22	0.09	\$540.00
Marketing Mix	A30059	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Persuasive Copywriting	A30060	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Market Research 1	A30061	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Marketing in a Digital World	A30062	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Marketing Audit	A30063	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Analyse Data	A30064	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
Concept Development	A30065	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
International Markets	A30066	31 Jan 22	14 Feb 22	1 April 22	0.091	\$546.00
TERM 2 - 2022						
Marketing Communication Plans	A30056	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Marketing Projects	A30057	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Marketing Opportunities 1	A30058	26 April 22	10 May 22	24 June 22	0.09	\$540.00
Marketing Mix	A30059	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Persuasive Copywriting	A30060	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Market Research 1	A30061	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Marketing in a Digital World	A30062	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Marketing Audit	A30063	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Analyse Data	A30064	26 April 22	10 May 22	24 June 22	0.091	\$546.00
Concept Development	A30065	26 April 22	10 May 22	24 June 22	0.091	\$546.00
International Markets	A30066	26 April 22	10 May 22	24 June 22	0.091	\$546.00
TERM 3 - 2022						
Marketing Communication Plans	A30056	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Marketing Projects	A30057	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Marketing Opportunities 1	A30058	18 July 22	1 Aug 22	16 Sept 22	0.09	\$540.00
Marketing Mix	A30059	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Persuasive Copywriting	A30060	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Market Research 1	A30061	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Marketing in a Digital World	A30062	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Marketing Audit	A30063	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Analyse Data	A30064	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
Concept Development	A30065	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00
International Markets	A30066	18 July 22	1 Aug 22	16 Sept 22	0.091	\$546.00

TERM 4 - 2022

Marketing Communication Plans	A30056	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Marketing Projects	A30057	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Marketing Opportunities 1	A30058	10 Oct 22	24 Oct 22	9 Dec 22	0.09	\$540.00
Marketing Mix	A30059	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Persuasive Copywriting	A30060	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Market Research 1	A30061	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Marketing in a Digital World	A30062	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Marketing Audit	A30063	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Analyse Data	A30064	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Concept Development	A30065	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
International Markets	A30066	10 Oct 22	24 Oct 22	9 Dec 22	0.091	\$546.00
Total Course Tuition Fee					1.0	\$6,000

*Monday 25 April is ANZAC Day public holiday

Students should address all enquiries to the APC Registrar | registrar@apc.edu.au | 1300 830 272

APC tuition fees are outlined in this Fee Schedule. Additional fees and charges are limited to reassessment fees which are outlined on the APC website. See apc.edu.au

VET Student Loans can only be applied to tuition fees and are only available to those students who meet VET Student Loan eligibility requirements. A VET Student Loan gives rise to a VET Student Loan debt that continues to be a debt until repaid. For further information regarding any element of VET Student Loans contact the Department of Education, Skills and Employment.

1800 020 108 | www.dese.gov.au/vet-student-loans

See www.apc.edu.au for further details.