



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 |
| <b>TERM 1 - 2022</b>                                  |              |             |             |  |       |             |
| 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    |
| <b>TERM 2 - 2022</b>                                  |              |             |             |  |       |             |
| Marketing Communication Plans                         | A30056       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Marketing Projects                                    | A30057       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Marketing Opportunities 1                             | A30058       | 26 April 22 | 13 May 22   | 24 June 22   | 0.09  | \$540.00    |
| Marketing Mix   | A30059       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Persuasive Copywriting                                | A30060       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Market Research 1                                     | A30061       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Marketing in a Digital World                          | A30062       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Marketing Audit                                       | A30063       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Analyse Data  | A30064       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| Concept Development                                   | A30065       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| International Markets                                 | A30066       | 26 April 22 | 13 May 22   | 24 June 22   | 0.091 | \$546.00    |
| <b>TERM 3 - 2022</b>                                  |              |             |             |  |       |             |
| Marketing Communication Plans                         | A30056       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Marketing Projects                                    | A30057       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Marketing Opportunities 1                             | A30058       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.09  | \$540.00    |
| Marketing Mix   | A30059       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Persuasive Copywriting                                | A30060       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Market Research 1                                     | A30061       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Marketing in a Digital World                          | A30062       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Marketing Audit                                       | A30063       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Analyse Data  | A30064       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| Concept Development                                   | A30065       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |
| International Markets                                 | A30066       | 18 July 22  | 5 Aug 22    | 16 Sept 22   | 0.091 | \$546.00    |

**TERM 4 - 2022**

|                                 |        |           |           |          |            |                |
|---------------------------------|--------|-----------|-----------|----------|------------|----------------|
| Marketing Communication Plans   | A30056 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Marketing Projects              | A30057 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Marketing Opportunities 1       | A30058 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.09       | \$540.00       |
| Marketing Mix                   | A30059 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Persuasive Copywriting          | A30060 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Market Research 1               | A30061 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Marketing in a Digital World    | A30062 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Marketing Audit                 | A30063 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Analyse Data                    | A30064 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| Concept Development             | A30065 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| International Markets           | A30066 | 10 Oct 22 | 28 Oct 22 | 9 Dec 22 | 0.091      | \$546.00       |
| <b>Total Course Tuition Fee</b> |        |           |           |          | <b>1.0</b> | <b>\$6,000</b> |

\*Monday 25 April is ANZAC Day public holiday

Students should address all enquiries to the APC Registrar | [registrar@apc.edu.au](mailto: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](http://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](http://www.dese.gov.au/vet-student-loans)

See [www.apc.edu.au](http://www.apc.edu.au) for further details.