



# MARKETING

**BSB50620**

Diploma of Marketing and Communication



This Course Outline applies to Young Rabbit Pty Ltd (ABN: 28 003 381 182 RTO number: 90396) trading as Australian Pacific College CRICOS Provider: 01331F

Welcome to Australian Pacific College and to your Marketing, Communications and Social Media courses. We hope you enjoy your time at Australian Pacific College and that you find your course a useful program for your professional development in the field of Marketing, Communications and Social Media. In this booklet you will find information about our marketing courses - Certificate IV in Marketing and Communication, Diploma of Marketing and Communication, Advanced Diploma of Marketing and Communication and the Diploma of Social Media Marketing.

## **BSB50620 Diploma of Marketing and Communication**

### **Aims**

This course aims to provide students with the skills and knowledge to work in management roles within a marketing context.

### **Job Roles**

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

Possible job titles relevant to this qualification include:

- Marketing manager,
- Marketing team leader,
- Product manager
- Public relations manager

## Duration

The course consists of four terms each of 9 weeks in length.

It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with a Diploma of Marketing and Communication.

## Entry requirements

### ACADEMIC -

Successful completion of BSB42415 Certificate IV in Marketing and Communication or BSB40820 Certificate IV in Marketing and Communication or equivalent or have two years equivalent full-time relevant verifiable work experience.

For more information please visit our website [apc.edu.au](http://apc.edu.au).

### ENGLISH LANGUAGE PROFICIENCY -

- General English – Upper Intermediate Level; or
- Equivalent English Proficiency Skills test result as per the attached comparison [table](#).

## Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

## Course structure

The course is delivered in eleven subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

| Subject code and name                       | Unit of Competency                                                                                                                             |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>A30056 Marketing Communication Plans</b> | <a href="#">BSBMKG552</a> Design and develop marketing communication plans                                                                     |
| <b>A30057 Marketing Projects</b>            | <a href="#">BSBPMG430</a> Undertake project work                                                                                               |
| <b>A30058 Marketing Opportunities 1</b>     | <a href="#">BSBMKG541</a> Identify and evaluate marketing opportunities                                                                        |
| <b>A30059 Marketing Mix</b>                 | <a href="#">BSBMKG542</a> Establish and monitor the marketing mix                                                                              |
| <b>A30060 Persuasive Copywriting</b>        | <a href="#">BSBMKG555</a> Write persuasive copy                                                                                                |
| <b>A30061 Market Research 1</b>             | <a href="#">BSBMKG543</a> Plan and interpret market research                                                                                   |
| <b>A30062 Marketing in a Digital World</b>  | <a href="#">BSBMKG547 Develop strategies to monetise digital engagement</a><br><a href="#">BSBMKG546 Develop social media engagement plans</a> |
| <b>A30063 Marketing Audit</b>               | <a href="#">BSBMKG545</a> Conduct marketing audits                                                                                             |
| <b>A30064 Analyse data</b>                  | <a href="#">BSBDAT501</a> Analyse data                                                                                                         |
| <b>A30065 Concept development</b>           | <a href="#">BSBCRT512</a> Originate and develop concepts                                                                                       |

## Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your teacher will give you more comprehensive information about each assessment task. You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

## Unit Overview

### BSBMKG552 - Design and develop marketing communication plans - Elements and Performance Criteria

| ELEMENT                                             | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i>    | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                                                                    |
| 1. Prepare marketing communication plan information | 1.1 Identify and confirm marketing communication purpose and objectives, expectations, budget, timeline and target audience with client<br>1.2 Obtain client and product information                                                                                                                                                                                                                      |
| 2. Design marketing communication plan              | 2.1 Undertake and document research according to task requirements<br>2.2 Communicate outcomes and findings to relevant stakeholders<br>2.3 Identify marketing communications mix options<br>2.4 Compare advantages and disadvantages of communications mix<br>2.5 Select communication mix according to marketing communication brief<br>2.6 Establish success measures for marketing communication plan |
| 3. Finalise marketing communication plan            | 3.1 Prepare budget and timeline proposal<br>3.2 Present marketing communication plan to client<br>3.3 Seek feedback from relevant stakeholders on communication plan<br>3.4 Make changes to the communications plan according to feedback received                                                                                                                                                        |

### BSBPMG430 - Undertake project work - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 1. Establish project parameters                  | 1.1 Identify project scope<br>1.2 Define project stakeholders<br>1.3 Seek clarification from delegating authority of issues related to project and project parameters<br>1.4 Identify responsibilities of relevant stakeholders and reporting requirements<br>1.5 Clarify relationship of project to other projects and to the objectives of the organisation<br>1.6 Identify availability and access of resources for undertaking the project                                                                                       |
| 2. Develop project plan                          | 2.1 Identify risks and develop a risk management plan for project, including Work Health and Safety (WHS)<br>2.2 Develop project budget and timeframe and seek approval from relevant stakeholders<br>2.3 Consult team members and apply their views in planning the project<br>2.4 Identify and access appropriate project management tools<br>2.5 Develop project plan according to project parameters and deliverables<br>2.6 Finalise project plan and gain necessary approvals to commence project according to documented plan |
| 3. Administer and monitor project                | 3.1 Communicate to project team members their responsibilities and project requirements<br>3.2 Establish and maintain required recordkeeping systems throughout the project                                                                                                                                                                                                                                                                                                                                                          |

| ELEMENT                        | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                      |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                | 3.3 Implement and monitor plans for managing the project<br>3.4 Undertake risk management as required                                                                                                                                                                                                                     |
| 4. Finalise and review project | 4.1 Complete financial recordkeeping associated with project and confirm according to agreed budget<br>4.2 Complete project documentation and obtain sign-offs for concluding project<br>4.3 Review project outcomes and processes against the project scope and plan<br>4.4 Document feedback and suggested improvements |

## BSBMKG541 - Identify and evaluate marketing opportunities - Elements and Performance Criteria

| ELEMENT                                            | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i>   | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                                                |
| 1. Explore marketing opportunities                 | 1.1 Analyse information on market and business needs for marketing opportunities<br>1.2 Identify potential new markets<br>1.3 Apply innovative approaches relevant to the development of potential marketing opportunities                                                                                                                                                            |
| 2. Evaluate marketing opportunities                | 2.1 Identify and analyse opportunities for organisational fit according to organisational goals and capabilities<br>2.2 Analyse the viability of each opportunity<br>2.3 Determine probable return on investment and potential competitors<br>2.4 Select marketing opportunities according to outcomes of viability analysis, return on investment and competition                    |
| 3. Evaluate required changes to current operations | 3.1 Seek feedback from relevant stakeholders<br>3.2 Incorporate feedback received for current operations and take advantage of viable marketing opportunities<br>3.3 Review current operations and document changes needed<br>3.4 Identify resource requirements for marketing opportunities<br>3.5 Document and communicate viability of marketing opportunities to key stakeholders |

## BSBMKG542 - Establish and monitor the marketing mix - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                         |
| 1. Prepare marketing mix                         | 1.1 Identify task requirements<br>1.2 Analyse effects of pricing policy, promotional methods and channels of distribution on marketing outcomes<br>1.3 Identify potential customer base and key pressure points<br>1.4 Test effects of components of marketing mix on each other and relative importance to customer base<br>1.5 Select suitable marketing mix |

| ELEMENT                    | PERFORMANCE CRITERIA                                                                                                                                                                                                                                         |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Implement marketing mix | 2.1 Identify required resources<br>2.2 Brief stakeholders of roles and responsibilities in implementation<br>2.3 Establish communication and team building strategies<br>2.4 Establish strategies for monitoring the marketing activities                    |
| 3. Monitor marketing mix   | 3.1 Assess marketing performance against targets for task objectives<br>3.2 Compare and record variances in marketing revenue and costs against budget<br>3.3 Prepare and present marketing reports indicating ongoing progress towards marketing objectives |

### BSBMKG555 - Write persuasive copy - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                           |
|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                         |
| 1. Establish content purpose                     | 1.1 Identify objectives, timelines and budget according to creative brief<br>1.2 Assess and select writing techniques according to creative brief                                                                                              |
| 2. Prepare content                               | 2.1 Evaluate design and copy options according to creative brief<br>2.2 Select option/s for communicating required information and images within time and budgetary requirements<br>2.3 Develop persuasive content according to creative brief |
| 3. Finalise content                              | 3.1 Consult with relevant stakeholders for feedback<br>3.2 Evaluate feedback and produce final persuasive content<br>3.3 Seek approval for persuasive content from relevant personnel prior to release                                         |

### BSBMKG543 - Plan and interpret market research - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                              |
| 1. Plan market research                          | 1.1 Identify market research objectives and requirements<br>1.2 Identify and select data collection methods<br>1.3 Develop market research plan                                                                                                     |
| 2. Perform market research                       | 2.1 Obtain approval from relevant personnel to undertake market research<br>2.2 Conduct research according to market research plan developed<br>2.3 Collate and document research                                                                   |
| 3. Assess results of market research             | 3.1 Analyse data obtained from market research using statistical and qualitative techniques<br>3.2 Forecast existing and emerging market needs based on the market research<br>3.3 Identify threats and opportunities for future marketing activity |
| 4. Report on market research                     | 4.1 Interpret and prepare data for presentation<br>4.2 Review presentation and rectify errors, where required<br>4.3 Present research findings to relevant stakeholders                                                                             |

## BSBMKG547 - Develop strategies to monetise digital engagement - Elements and Performance Criteria

| ELEMENT                                             | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i>    | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                             |
| 1. Establish the monetisation of digital engagement | 1.1 Identify task requirements and applicable legal, organisational and financial frameworks<br>1.2 Prepare criterion for channel monetisation according to organisational marketing strategies<br>1.3 Research opportunities for paid, owned or earned customer engagement<br>1.4 Select channel for monetisation                                 |
| 2. Create design interventions                      | 2.1 Analyse digital processes for reliability and customer trust<br>2.2 Use authentication and security requirements for securing transactions according to organisational policies and procedures<br>2.3 Model the digital customer engagement to select points-of-sale and closure according to organisational strategies                        |
| 3. Select and implement tools and technologies      | 3.1 Negotiate processing parameters with relevant stakeholders according to task requirements and organisational strategies<br>3.2 Evaluate and select payment processing tools and technologies<br>3.3 Identify and evaluate reliability of systems for the collection and analysis of transaction data                                           |
| 4. Monitor and evaluate performance                 | 4.1 Conduct review of performance with financial analytics service according to organisational strategies<br>4.2 Track transaction metrics using suitable technologies<br>4.3 Monitor and identify gaps in performance against requirements and adjust as necessary<br>4.4 Evaluate and report on monetisation effectiveness to relevant personnel |

## BSBMKG546 - Develop social media engagement plans - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 1. Prepare to develop social media strategy      | 1.1 Identify client requirements and characteristics of target audience for social media strategy<br>1.2 Research and document characteristics and online habits of the target audience according to organisational policy<br>1.3 Identify and analyse common responses to triggers, interventions, and preferred and avoided behaviours on social media platforms and applications<br>1.4 Evaluate market research and identify the attention span and retention characteristics of alternative content types and engagement patterns<br>1.5 Document research results and deliver to appropriate personnel |
| 2. Devise social media engagement strategy       | 2.1 Select preferred social media platforms and applications according to organisation, client and audience requirements<br>2.2 Select content and engagement interventions for target audience according to client requirements                                                                                                                                                                                                                                                                                                                                                                             |

| ELEMENT                                         | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                 | 2.3 Establish metrics for social media performance according to organisational strategies<br>2.4 Identify and develop mitigation solution for risks to brand and message integrity and trust of target audience                                                                                                                               |
| 3. Facilitate content delivery                  | 3.1 Develop relevant content and schedule release for maximising target audience attention<br>3.2 Engage with target audience on chosen social media platforms<br>3.3 Identify and implement relevant tools and automate the engagement process in applicable delivery areas<br>3.4 Apply identified metrics for posts, responses and updates |
| 4. Monitor and evaluate social media engagement | 4.1 Develop plan for ongoing review of performance using a social media analytics service<br>4.2 Identify gaps in performance against requirements and adjust as necessary according to organisational plan<br>4.3 Evaluate and report on social media engagement effectiveness for delivery to relevant personnel                            |

## BSBMKG545 - Conduct marketing audits - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                       |
| 1. Prepare for marketing audit                   | 1.1 Identify objectives of marketing audit according to organisational marketing plan<br>1.2 Identify scope of marketing audit and audit methodology according to organisational marketing plan<br>1.3 Identify participants required for marketing audit process                                            |
| 2. Identify form of marketing audit              | 2.1 Identify characteristics of marketing audit according to task requirements and audit priorities<br>2.2 Identify elements to be included in marketing audit and its format according to organisational requirements<br>2.3 Identify and select marketing audit according to organisational marketing plan |
| 3. Establish external marketing audit            | 3.1 Identify external environmental factors that meet requirements of audit process<br>3.2 Identify technological factors, market characteristics and competitive factors relating to the business, which meet audit process requirements<br>3.3 Perform external marketing audit                            |
| 4. Establish internal marketing (self) audit     | 4.1 Identify criteria to use in an internal marketing audit according to organisational requirements<br>4.2 Identify marketing productivity according to profitability and cost effectiveness<br>4.3 Record results according to organisational and audit requirements                                       |
| 5. Prepare marketing audit report                | 5.1 Develop a marketing audit report according to organisational requirements<br>5.2 Confirm marketing audit report meets reporting requirements of marketing audit form selected and marketing plan<br>5.3 Confirm accuracy of marketing audit report with relevant personnel                               |

## BSBDAT501 - Analyse data - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                         |
| 1. Prepare for data analysis                     | 1.1 Establish task requirements<br>1.2 Access source of reliable data according to task requirements and organisational policies and procedures<br>1.3 Evaluate reliability of data<br>1.4 Store data according to organisational policies and procedures                                                      |
| 2. Analyse dataset                               | 2.1 Select methods of data analysis according to task requirements and industry best practice<br>2.2 Categorise data for analysis<br>2.3 Analyse and synthesise data according to task requirements, organisational policies and procedures and industry best practice                                         |
| 3. Finalise data analysis process                | 3.1 Conduct statistical analysis to confirm accuracy of data analysis<br>3.2 Identify and remove incorrect results<br>3.3 Select outcomes that are relevant to purpose of analysis<br>3.4 Report on key outcomes<br>3.5 Store analytics results and report according to organisational policies and procedures |

## BSBCRT512 - Originate and develop concepts - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                     |
| 1. Scope issue                                   | 1.1 Select issue to be explored in consultation with relevant personnel<br>1.2 Assess possible solutions to business issue and identify restrictions according to job role and organisational policy<br>1.3 Research information on possible solutions to identified issue<br>1.4 Assess factors affecting viability of possible solutions |
| 2. Generate and present solutions                | 2.1 Brainstorm ideas for addressing issue<br>2.2 Evaluate ideas against identified factors affecting viability<br>2.3 Compare ideas with best practice examples of similar products or programs or processes or services<br>2.4 Select and present a solution in relevant format to stakeholders                                           |
| 3. Refine solutions for implementation           | 3.1 Seek feedback on ideas from stakeholders<br>3.2 Respond to questions with substantiated answers<br>3.3 Document feedback according to organisational requirements<br>3.4 Refine and finalise solution according to task requirements                                                                                                   |

## BSBMKG550 - Promote products and services to international markets - Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 1. Plan promotion                                | 1.1 Identify and confirm task objectives and requirements, budget timeline, and target market with relevant stakeholders<br>1.2 Access relevant information for assistance in planning<br>1.3 Develop a potential range of promotional activities for international target market according to regulatory and organisational guidelines, international requirements and promotional plans<br>1.4 Select activities according to task requirements<br>1.5 Document selected promotional activities for approval for implementation |
| 2. Coordinate promotion                          | 2.1 Identify and prepare personnel and resources for implementation of promotional activity<br>2.2 Implement marketing activity according to legal, regulatory and organisational requirements<br>2.3 Assign responsibilities for ongoing evaluation of promotional activity<br>2.4 Monitor and address variations between expected and actual performance of promotion according to marketing objectives and organisational policy                                                                                               |
| 3. Review promotion                              | 3.1 Gather feedback on marketing mix for improvements in target and outcomes<br>3.2 Analyse promotional outcomes against costs and timelines<br>3.3 Identify process improvements for future international marketing opportunities<br>3.4 Prepare recommendations for future direction of internationally based promotional activities                                                                                                                                                                                            |

### Employability Skills

- Numeracy:** In this course, students learn to interpret, analyse, and collate numerical data. Based on this, they can develop targets, prepare budgets, and evaluate financial and marketing information to make informed decisions contributing to organisational success.
- Reading and Analysis:** Students develop the ability to evaluate and comprehend complex texts, applying a sound theoretical knowledge base to determine requirements, assess market information, and analyse legislative, regulatory, and business considerations. This skill ensures their competence in conducting thorough research and making informed decisions in marketing and communication roles.
- Effective Written Communication:** Through practical projects, students refine their written communication skills, demonstrating proficiency in developing clear, specific, and accurate marketing plans, reports, recommendations, and documentation. This skill positions them as effective communicators who can articulate ideas and convey information professionally in the workplace.
- Innovative Thinking and Entrepreneurship:** Students cultivate an innovative mindset, exploring new ideas, thinking critically, and applying entrepreneurial approaches within marketing and communication functions. This skill highlights their ability to drive innovation, adapt to change, and contribute to organisational growth and success.

- **Strategic Planning and Organisation:** Students learn to lead in planning, organising, and implementing tasks, projects, and workloads within marketing and communication contexts. This skill demonstrates their capacity to align activities with organisational objectives, meet deadlines, and strategically manage resources to achieve desired outcomes.
- **Technology:** Students develop proficiency in utilising digital technologies, applications, systems, and tools, enabling them to collect, organise, analyse, and present information effectively in marketing and communication contexts. This skill positions them as digitally fluent professionals who can leverage technology to enhance their productivity and contribute to digital transformation in the workplace.
- **Persuasive Oral Communication:** Through practice and feedback, students enhance their oral communication skills, confidently presenting ideas, opinions, and requirements using persuasive language and effective presentation techniques. This skill showcases their ability to engage and influence others, making them valuable communicators in various workplace settings.
- **Self-Management and Leadership:** Students cultivate self-management skills, demonstrating professionalism, ethical conduct, and adherence to organisational policies, protocols, and legislative requirements. This skill highlights their capability to take responsibility for their actions, guide and inspire others, and contribute to a positive work environment as emerging leaders.
- **Collaborative Teamwork:** Students develop the ability to collaborate effectively, employing appropriate communication protocols, practices, and conventions to foster shared understanding, engage stakeholders, and achieve collective goals. This skill emphasises their capacity to work collaboratively in diverse teams, respecting different perspectives and contributing to a harmonious and productive work environment.
- **Analytical Problem Solving:** Students develop their analytical thinking and problem-solving skills, learning to evaluate complex issues systematically, generate innovative solutions, and continuously improve marketing and communication strategies. This skill enhances their ability to analyse problems, think critically, and provide creative solutions to challenges faced in the workplace.
- **Data-Driven Decision-Making:** Students acquire the skills to utilise marketing-related data, statistical analysis, and evidence-based decision-making approaches in marketing and communication roles. This skill highlights their capability to leverage data to make informed decisions, evaluate marketing opportunities and performance, and optimise outcomes for organisational success.