

Fee Schedule for 2016

Note: this Fee Schedule is current from 1 January 2016 until 19 June 2016

Course: BSB51215 Diploma of Marketing Qualification: BSB51215 Diploma of Marketing

The tables below indicates the fees payable and the census dates that relate to the commencement date of the unit of study. The census date is the last date by which you must notify AIM that you wish to proceed with a VET FEE-HELP loan. You notify AIM by completing a Request for Commonwealth Assistance form. Once the mandatory 48 hour cooling off period has elapsed this form will be emailed to you for you to complete and submit to AIM.

Delivery Mode : Online

Schedule of VET tuition fees	2016
Name of course:	Diploma of Marketing
Training Package Code:	BSB51215
Course Start date:	You can start your course on any given day. The course start date is the day on which you are given access to the online materials.
Delivery location(s):	N/A
Delivery mode(s):	Online
Delivery Structure:	8 Units of Competency and assessments completed in 3 Units of Study over 360 days (12 months). All three units of study start on the same day. Unit of Study 1 (over 120 days): BSBMKG501 Identify and evaluate marketing opportunities BSBMKG502 Establish and adjust the marketing mix BSBMKG507 Interpret market trends and developments Unit of Study 2 (over 240 days): BSBMKG514 Implement and monitor marketing activities BSBMKG506 Plan market research Unit of Study 3 (over 360 days): BSBFIM501 Manage budgets and financial plans BSBREL401 Establish networks BSBADV507 Develop a media plan

Unit of Study Code	Unit of Study Description	Commencement Date	Census Date	Completion date	Equivalent Fulltime Student Load (EFTSL)	Tuition Fee			
						Premium		Professional	
						Non-Member	AIM Member	Non-Member	AIM Member
ODM1	Online - Diploma of Marketing Unit of Study 1	This is a 120 day online VET unit of study. The commencement date for this unit of study is the date you are given access to the materials.	The census date occurs 24 days after the date that you are given access to this unit of study. You will be emailed the census date when you start the unit of study.	The completion date for your unit of study occurs 120 days after you commenced the unit of study.	0.33	\$5,000	\$4,500	\$2,567	\$2,310
ODM2	Online - Diploma of Marketing Unit of Study 2	This is a 240 day online VET unit of study. The commencement date for this unit of study is the date you are given access to the materials.	The census date occurs on the 121st day of your course. You will be emailed the census date when you start the unit of study.	The completion date for your unit of study occurs 240 days after you commenced the unit of study.	0.33	\$5,000	\$4,500	\$2,567	\$2,310
ODM3	Online - Diploma of Marketing Unit of Study 3	This is a 360 day online VET unit of study. The commencement date for this unit of study is the date you are given access to the materials.	The census date occurs on the 241st day of your course. You will be emailed the census date when you start the unit of study.	The completion date for your unit of study occurs 360 days after you commenced the unit of study.	0.33	\$5,000	\$4,500	\$2,566	\$2,310
Total					1	\$15,000	\$13,500	\$7,700	\$6,930

Delivery Mode : Face to Face

Schedule of VET tuition fees	2016
Name of course:	Diploma of Marketing
Training Package Code:	BSB51215
Course Start Date:	The start date for the course is the date you attend your first short course
Delivery location(s):	Brisbane, Melbourne, Sydney, Adelaide, Canberra, Hobart
Delivery mode(s):	Face to Face delivery over four short courses followed by assessment
Delivery Structure:	8 Units of Competency and assessments completed in 3 Units of Study over 360 days (12 months).
	Unit of Study 1 (over 240 days concurrent with Unit of Study 2): BSBMKG501 Identify and evaluate marketing opportunities BSBMKG502 Establish and adjust the marketing mix BSBMKG507 Interpret market trends and developments
	Unit of Study 2 (over 240 days concurrent with Unit of Study 1): BSBMKG514 Implement and monitor marketing activities BSBMKG609 Develop a marketing plan
	Unit of Study 3 (over 120 days): BSBMKG506 Plan market research BSBFIM501 Manage budgets and financial plans BSBWRT501 Write persuasive copy

Unit of Study Code	Unit of Study Description	Short Course Title	Short Course Commencement Date	Census Date	Completion date	Equivalent Fulltime Student Load (EFTSL)	Tuition Fee			
							Premium		Professional	
							Non-Member	AIM Member	Non-Member	AIM Member
DM1	Face to Face - Diploma of Marketing Unit of Study 1	Brisbane		The Census Date for Unit of Study 1 occurs 48 days from the course start date	The Completion Date for Unit of Study 1 occurs 240 days from the course start date	0.33	\$5,000	\$4,500	\$2,567	\$2,310
		Strategic Marketing	Monday, 22 February 16							
		Strategic Marketing	Wednesday, 6 April 16							
		Strategic Marketing	Wednesday, 1 June 16							
		Strategic Marketing	Monday, 1 August 16							
		Strategic Marketing	Wednesday, 31 August 16							
		Strategic Marketing	Monday, 7 November 16							
		Melbourne								
		Strategic Marketing	Wednesday, 10 February 16							
		Strategic Marketing	Wednesday, 6 April 16							
		Strategic Marketing	Wednesday, 1 June 16							
		Strategic Marketing	Wednesday, 9 November 16							
		Sydney								
		Strategic Marketing	Wednesday, 10 February 16							
		Strategic Marketing	Wednesday, 6 April 16							
		Strategic Marketing	Wednesday, 1 June 16							
		Strategic Marketing	Wednesday, 29 June 16							
		Strategic Marketing	Wednesday, 24 August 16							
		Strategic Marketing	Wednesday, 21 September 16							
		Strategic Marketing	Wednesday, 16 November 16							
Adelaide										
Strategic Marketing	Monday, 18 April 16									
Strategic Marketing	Wednesday, 8 June 16									
Strategic Marketing	Wednesday, 3 August 16									
Strategic Marketing	Wednesday, 9 November 16									
DM2	Face to Face - Diploma of Marketing Unit of Study 2	Brisbane		The Census Date for Unit of Study 2 occurs 121 days from the course start date	The Completion Date for Unit of Study 2 occurs 240 days from the course start date	0.33	\$5,000	\$4,500	\$2,567	\$2,310
		Strategic Marketing	Monday, 22 February 16							
		Strategic Marketing	Wednesday, 6 April 16							
		Strategic Marketing	Wednesday, 1 June 16							
		Strategic Marketing	Monday, 1 August 16							
		Strategic Marketing	Wednesday, 31 August 16							
		Strategic Marketing	Monday, 7 November 16							
		Melbourne								
		Strategic Marketing	Wednesday, 10 February 16							
		Strategic Marketing	Wednesday, 6 April 16							
		Strategic Marketing	Wednesday, 1 June 16							
		Strategic Marketing	Wednesday, 9 November 16							
		Sydney								
		Strategic Marketing	Wednesday, 10 February 16							
		Strategic Marketing	Wednesday, 6 April 16							
		Strategic Marketing	Wednesday, 1 June 16							
		Strategic Marketing	Wednesday, 29 June 16							
		Strategic Marketing	Wednesday, 24 August 16							
		Strategic Marketing	Wednesday, 21 September 16							
		Strategic Marketing	Wednesday, 16 November 16							
Adelaide										
Strategic Marketing	Monday, 18 April 16									
Strategic Marketing	Wednesday, 8 June 16									
Strategic Marketing	Wednesday, 3 August 16									
Strategic Marketing	Wednesday, 9 November 16									

DM3	Face to Face - Diploma of Marketing Unit of Study 3	Brisbane		The Census Date for Unit of Study 3 occurs 264 days form the course start date	The Completion Date for Unit of Study 3 occurs 360 days from the course start date	0.33	\$5,000	\$4,500	\$2,567	\$2,310
		Writing Persuasive Documents	Tuesday, 12 January 16							
		Marketing Fundamentals	Tuesday, 19 January 16							
		Writing Persuasive Documents	Friday, 5 February 16							
		Manage Budgets	Monday, 29 February 16							
		Marketing Fundamentals	Monday, 7 March 16							
		Writing Persuasive Documents	Wednesday, 16 March 16							
		Manage Budgets	Friday, 18 March 16							
		Marketing Fundamentals	Thursday, 31 March 16							
		Marketing Fundamentals	Tuesday, 10 May 16							
		Writing Persuasive Documents	Friday, 27 May 16							
		Manage Budgets	Tuesday, 7 June 16							
		Marketing Fundamentals	Monday, 27 June 16							
		Manage Budgets	Wednesday, 13 July 16							
		Marketing Fundamentals	Thursday, 11 August 16							
		Manage Budgets	Monday, 22 August 16							
		Writing Persuasive Documents	Friday, 26 August 16							
		Manage Budgets	Monday, 19 September 16							
		Marketing Fundamentals	Monday, 26 September 16							
		Manage Budgets	Monday, 24 October 16							
		Manage Budgets	Tuesday, 8 November 16							
		Marketing Fundamentals	Tuesday, 8 November 16							
		Writing Persuasive Documents	Friday, 25 November 16							
		Manage Budgets	Tuesday, 13 December 16							
		Marketing Fundamentals	Tuesday, 13 December 16							
		Melbourne								
		Manage Budgets	Friday, 15 January 16							
		Writing Persuasive Documents	Friday, 15 January 16							
		Marketing Fundamentals	Monday, 7 March 16							
		Writing Persuasive Documents	Tuesday, 15 March 16							
		Manage Budgets	Tuesday, 10 May 16							
		Marketing Fundamentals	Tuesday, 10 May 16							
		Writing Persuasive Documents	Tuesday, 14 June 16							
		Marketing Fundamentals	Thursday, 28 July 16							
		Manage Budgets	Tuesday, 9 August 16							
		Writing Persuasive Documents	Wednesday, 31 August 16							
		Marketing Fundamentals	Monday, 10 October 16							
		Manage Budgets	Monday, 17 October 16							
		Writing Persuasive Documents	Wednesday, 26 October 16							
		Marketing Fundamentals	Tuesday, 13 December 16							
		Sydney								
		Writing Persuasive Documents	Thursday, 14 January 16							
		Manage Budgets	Tuesday, 19 January 16							
		Marketing Fundamentals	Tuesday, 19 January 16							
		Writing Persuasive Documents	Friday, 5 February 16							
		Manage Budgets	Monday, 29 February 16							
		Marketing Fundamentals	Monday, 7 March 16							
		Writing Persuasive Documents	Wednesday, 16 March 16							
		Manage Budgets	Friday, 18 March 16							
		Manage Budgets	Tuesday, 10 May 16							
		Marketing Fundamentals	Tuesday, 10 May 16							
		Writing Persuasive Documents	Friday, 27 May 16							
Manage Budgets	Monday, 20 June 16									
Manage Budgets	Tuesday, 2 August 16									
Marketing Fundamentals	Tuesday, 2 August 16									
Writing Persuasive Documents	Friday, 19 August 16									
Manage Budgets	Monday, 12 September 16									
Manage Budgets	Tuesday, 25 October 16									
Marketing Fundamentals	Tuesday, 25 October 16									
Writing Persuasive Documents	Friday, 11 November 16									
Manage Budgets	Monday, 5 December 16									
Adelaide										
Writing Persuasive Documents	Wednesday, 13 January 16									
Writing Persuasive Documents	Friday, 5 February 16									
Marketing Fundamentals	Thursday, 10 March 16									
Manage Budgets	Friday, 15 April 16									
Marketing Fundamentals	Monday, 23 May 16									
Writing Persuasive Documents	Monday, 30 May 16									
Writing Persuasive Documents	Friday, 24 June 16									
Manage Budgets	Tuesday, 28 June 16									
Writing Persuasive Documents	Monday, 25 July 16									
Marketing Fundamentals	Wednesday, 24 August 16									
Manage Budgets	Monday, 12 September 16									
Marketing Fundamentals	Wednesday, 5 October 16									
Writing Persuasive Documents	Friday, 11 November 16									
Manage Budgets	Tuesday, 15 November 16									
Canberra										
Writing Persuasive Documents	Friday, 22 January 16									
Writing Persuasive Documents	Friday, 8 April 16									
Writing Persuasive Documents	Thursday, 25 August 16									
Writing Persuasive Documents	Monday, 12 December 16									
Hobart										
Manage Budgets	Tuesday, 2 February 16									
Writing Persuasive Documents	Monday, 12 September 16									

		Manage Budgets	Thursday, 24 November 16						
				Total	1	\$15,000	\$13,500	\$7,700	\$6,930