

Fee Schedule for 2016

Note: this Fee Schedule is current from 20 June 2016 until 31 December 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 241 st 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
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Delivery Mode : Face to Face

<p>Schedule of VET tuition fees 2016</p> <p>Name of course: Diploma of Marketing</p> <p>Training Package Code: BSB51215</p> <p>Course Start Date: The start date for the course is the date you attend your first short course</p> <p>Delivery location(s): Brisbane, Melbourne, Sydney, Adelaide, Canberra, Hobart</p> <p>Delivery mode(s): Face to Face delivery over four short courses followed by assessment</p> <p>Delivery Structure: 8 Units of Competency and assessments completed in 3 Units of Study over 360 days (12 months).</p> <p>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</p> <p>Unit of Study 2 (over 240 days concurrent with Unit of Study 1): BSBMKG514 Implement and monitor marketing activities BSBMKG609 Develop a marketing plan</p> <p>Unit of Study 3 (over 120 days): BSBMKG506 Plan market research BSBFIM501 Manage budgets and financial plans BSBWRT501 Write persuasive copy</p>
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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			
							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 2016							
		Strategic Marketing	Wednesday, 6 April 2016							
		Strategic Marketing	Wednesday, 1 June 2016							
		Strategic Marketing	Monday, 1 August 2016							
		Strategic Marketing	Wednesday, 31 August 2016							
		Strategic Marketing	Monday, 7 November 2016							
		Melbourne								
		Strategic Marketing	Wednesday, 10 February 2016							
		Strategic Marketing	Wednesday, 6 April 2016							
		Strategic Marketing	Wednesday, 1 June 2016							
		Strategic Marketing	Wednesday, 9 November 2016							
		Sydney								
		Strategic Marketing	Wednesday, 10 February 2016							
		Strategic Marketing	Wednesday, 6 April 2016							
		Strategic Marketing	Wednesday, 1 June 2016							
		Strategic Marketing	Wednesday, 29 June 2016							
		Strategic Marketing	Wednesday, 24 August 2016							
		Strategic Marketing	Wednesday, 21 September 2016							
		Strategic Marketing	Wednesday, 16 November 2016							
Adelaide										
Strategic Marketing	Monday, 18 April 2016									
Strategic Marketing	Wednesday, 8 June 2016									
Strategic Marketing	Wednesday, 3 August 2016									
Strategic Marketing	Wednesday, 9 November 2016									
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 2016							
		Strategic Marketing	Wednesday, 6 April 2016							
		Strategic Marketing	Wednesday, 1 June 2016							
		Strategic Marketing	Monday, 1 August 2016							
		Strategic Marketing	Wednesday, 31 August 2016							
		Strategic Marketing	Monday, 7 November 2016							
		Melbourne								
		Strategic Marketing	Wednesday, 10 February 2016							
		Strategic Marketing	Wednesday, 6 April 2016							
		Strategic Marketing	Wednesday, 1 June 2016							
		Strategic Marketing	Wednesday, 9 November 2016							
		Sydney								
		Strategic Marketing	Wednesday, 10 February 2016							
		Strategic Marketing	Wednesday, 6 April 2016							
		Strategic Marketing	Wednesday, 1 June 2016							
		Strategic Marketing	Wednesday, 29 June 2016							
		Strategic Marketing	Wednesday, 24 August 2016							
		Strategic Marketing	Wednesday, 21 September 2016							

		Strategic Marketing	Wednesday, 16 November 2016							
		Adelaide								
		Strategic Marketing	Monday, 18 April 2016							
		Strategic Marketing	Wednesday, 8 June 2016							
		Strategic Marketing	Wednesday, 3 August 2016							
		Strategic Marketing	Wednesday, 9 November 2016							
		Brisbane								
		Writing Persuasive Documents	Tuesday, 12 January 2016							
		Marketing Fundamentals	Tuesday, 19 January 2016							
		Writing Persuasive Documents	Friday, 5 February 2016							
		Manage Budgets	Monday, 29 February 2016							
		Marketing Fundamentals	Monday, 7 March 2016							
		Writing Persuasive Documents	Wednesday, 16 March 2016							
		Manage Budgets	Friday, 18 March 2016							
		Marketing Fundamentals	Thursday, 31 March 2016							
		Marketing Fundamentals	Tuesday, 10 May 2016							
		Writing Persuasive Documents	Friday, 27 May 2016							
		Manage Budgets	Tuesday, 7 June 2016							
		Marketing Fundamentals	Monday, 27 June 2016							
		Manage Budgets	Wednesday, 13 July 2016							
		Marketing Fundamentals	Thursday, 11 August 2016							
		Manage Budgets	Monday, 22 August 2016							
		Writing Persuasive Documents	Friday, 26 August 2016							
		Manage Budgets	Monday, 19 September 2016							
		Marketing Fundamentals	Monday, 26 September 2016							
		Manage Budgets	Monday, 24 October 2016							
		Manage Budgets	Tuesday, 8 November 2016							
		Marketing Fundamentals	Tuesday, 8 November 2016							
		Writing Persuasive Documents	Friday, 25 November 2016							
		Manage Budgets	Tuesday, 13 December 2016							
		Marketing Fundamentals	Tuesday, 13 December 2016							
		Melbourne								
		Manage Budgets	Friday, 15 January 2016							
		Writing Persuasive Documents	Friday, 15 January 2016							
		Marketing Fundamentals	Monday, 7 March 2016							
		Writing Persuasive Documents	Tuesday, 15 March 2016							
		Manage Budgets	Tuesday, 10 May 2016							
		Marketing Fundamentals	Tuesday, 10 May 2016							
		Writing Persuasive Documents	Tuesday, 14 June 2016							
		Marketing Fundamentals	Thursday, 28 July 2016							
		Manage Budgets	Tuesday, 9 August 2016							
		Writing Persuasive Documents	Wednesday, 31 August 2016							
		Marketing Fundamentals	Monday, 10 October 2016							
		Manage Budgets	Monday, 17 October 2016							
		Writing Persuasive Documents	Wednesday, 26 October 2016							
		Marketing Fundamentals	Tuesday, 13 December 2016							
		Sydney								
DM3	Face to Face - Diploma of Marketing Unit of Study 3	Writing Persuasive Documents	Thursday, 14 January 2016	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
		Manage Budgets	Tuesday, 19 January 2016							
		Marketing Fundamentals	Tuesday, 19 January 2016							
		Writing Persuasive Documents	Friday, 5 February 2016							
		Manage Budgets	Monday, 29 February 2016							
		Marketing Fundamentals	Monday, 7 March 2016							
		Writing Persuasive Documents	Wednesday, 16 March 2016							
		Manage Budgets	Friday, 18 March 2016							
		Manage Budgets	Tuesday, 10 May 2016							
		Marketing Fundamentals	Tuesday, 10 May 2016							
		Writing Persuasive Documents	Friday, 27 May 2016							
		Manage Budgets	Monday, 20 June 2016							
		Manage Budgets	Tuesday, 2 August 2016							
		Marketing Fundamentals	Tuesday, 2 August 2016							
		Writing Persuasive Documents	Friday, 19 August 2016							
		Manage Budgets	Monday, 12 September 2016							
		Manage Budgets	Tuesday, 25 October 2016							
		Marketing Fundamentals	Tuesday, 25 October 2016							
		Writing Persuasive Documents	Friday, 11 November 2016							
		Manage Budgets	Monday, 5 December 2016							
		Adelaide								
		Writing Persuasive Documents	Wednesday, 13 January 2016							
		Writing Persuasive Documents	Friday, 5 February 2016							
		Marketing Fundamentals	Thursday, 10 March 2016							
		Manage Budgets	Friday, 15 April 2016							
		Marketing Fundamentals	Monday, 23 May 2016							
		Writing Persuasive Documents	Monday, 30 May 2016							
		Writing Persuasive Documents	Friday, 24 June 2016							
		Manage Budgets	Tuesday, 28 June 2016							
		Writing Persuasive Documents	Monday, 25 July 2016							
		Marketing Fundamentals	Wednesday, 24 August 2016							

Manage Budgets	Monday, 12 September 2016
Marketing Fundamentals	Wednesday, 5 October 2016
Writing Persuasive Documents	Friday, 11 November 2016
Manage Budgets	Tuesday, 15 November 2016
Canberra	
Writing Persuasive Documents	Friday, 22 January 2016
Writing Persuasive Documents	Friday, 8 April 2016
Writing Persuasive Documents	Thursday, 25 August 2016
Writing Persuasive Documents	Monday, 12 December 2016
Hobart	
Manage Budgets	Tuesday, 2 February 2016
Writing Persuasive Documents	Monday, 12 September 2016
Manage Budgets	Thursday, 24 November 2016

Total	1	\$15,000	\$13,500	\$7,700	\$6,930