



### Why Study Marketing?

Those with sound communication skills, a creative mind and ability to stay alert to new opportunities that surround them often choose a career in Marketing.

Whether it's conducting market research, analysing consumer behaviour, profiling the market or developing a marketing plan, marketing professionals will work with all elements of the marketing mix (product, price, place, promotion) to sell goods for their employer or organisation. They may also be exposed to other areas such as public relations, direct marketing or media relations which can bring a greater range of skills and employment opportunities for graduates.

### Why Study Marketing at West Coast TAFE?

- Flexible study options for those already working in the sector so those wanting to up skill qualifications can work and study at the same time. Earn while you learn.
- Comprehensive program delivered in an industry setting.
- We understand students' time is precious and our courses are structured to work within time constraints. Gone are the days of learning only in a classroom! Some courses are delivered in monthly workshops, assessments are completed online and on the job, and staff go to students to assist with mentoring/coaching.
- Lecturers are highly qualified in Marketing and bring years of industry work experience to the learning environment.

Courses	Career Opportunities
Certificate IV in Marketing	This course provides the skills for the student to become a: Sales Representative; Market Research Assistant; Marketing Officer; Public Relations Officer;
Diploma of Marketing	This course provides the opportunity to become a: Marketing Coordinator; Marketing Manager; Product Manager
Advanced Diploma of Marketing	Graduates are qualified to become a: Marketing Manager; Product Manager; Marketing Director and all of the above.

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