Application for Recognition of Prior Learning

BSB51207 Diploma in Marketing

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| **Instructions:** | Complete the recognition application and send to AIM. Once the application is received, a student services representative will contact you via the number you have provided in this application. A Recognition of Prior Learning Kit will be forwarded for completion where supplementary evidence of experience will be required. | |
| **Please return to:** | Email: [studentservices@aimqld.com.au](mailto:studentservices@aimqld.com.au) | Phone: 1300 882 895 |

**Personal Details**

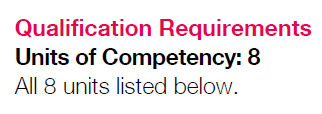
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Title: | First Name: | | | Surname: | | |
| Organisation : | | | | Gender: F  M | | Date of Birth: |
| Department: | | | | Email: | | |
| Position: | | | | Mobile: | | |
| Postal Address: | | | | Phone: | | |
| Suburb: | | | State: | Post Code: | | |
| AIM Membership: | | Non member | Personal Member # | | Corporate Member # | |

**Authorising Officer**

|  |  |  |  |
| --- | --- | --- | --- |
| Title: | First Name: | | Surname: |
| Position: | | | Email: |
| Department: | | | Mobile: |
| Postal Address: | | | Phone: |
| Suburb: | | State: | Post Code: |

**Select Units of Competency and Self-Assessment Instruction**

**A person recognised in this Diploma qualification,** has substantial experience in a range of settings and is seeking to further develop their skills across a wide range of business functions. This qualification is also suited to the needs of individuals with little or no vocational experience, but who possess sound theoretical business skills and knowledge that they would like to develop in order to create further educational and employment opportunities**.**





**Unit of competency selection**

| Select unit/s | Unit Code | Unit Title | I have performed these tasks | | |
| --- | --- | --- | --- | --- | --- |
| Frequently | Sometimes | Never |
|  | BSBMKG506B | Plan market research |  |  |  |
|  | BSBMKG409A | Design direct response offers |  |  |  |
|  | BSBMKG507A | Interpret market trends and developments |  |  |  |
|  | BSBMKG514A | Implement and monitor marketing activities |  |  |  |
|  | BSBMKG501B | Identify and evaluate marketing opportunities |  |  |  |
|  | BSBMKG502B | Establish and adjust the marketing mix |  |  |  |
|  | BSBFIM501A | Manage budgets and financial plans |  |  |  |
|  | BSBSLS502A | Lead and manage a sales team |  |  |  |
| *NOTE: Tasks that you perform either ‘frequently’ or ‘sometimes’ may be considered for RPL. Those you have indicated as ‘never’ will require further training and/or assessment.* | | | | | |

**Pricing**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| The RPL assessment fee structure (maximum of 5 units) is as follows; | | | | **AIM Membership**  [www.joinaim.com.au](http://www.joinaim.com.au) |
|  | **One unit** | $ 236.50 for AIM Members | or $ 276.50 for non-members |
|  | **Two units** | $ 473.00 for AIM Members | or $ 553.00 for non-members |
|  | **Three units** | $ 709.50 for AIM Members | or $ 829.50 for non-members |
|  | **Four units** | $ 809.50 for AIM Members | or $ 929.50 for non-members |
|  | **Five units** | $ 909.50 for AIM Members | or $1,029.50 for non-members |
|  | | | |
|  | **Full Qualification** | $1,159.50 for AIM Members | or $1,279.50 for non-members |

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| **Payment**  For your privacy and security, AIM will call you to process credit card or direct debit payments via telephone after receiving this application.  **Terms & Conditions**  In providing your email address, AIM has assumed inferred consent to contact you about its products and services via commercial electronic messaging. **Privacy:** We may use your Personal Information to tell you about our products and services and may disclose it to Approved Third Parties (see our Privacy Statement). If you would like further information on AIM's Privacy practices, or on how to access your Personal Information, view our Privacy Statement at **www.aimqld.com.au** or contact our Privacy Officer on 1300 882 895 or at [**privacy@aimqld.com.au**](mailto:privacy@aimqld.com.au). |