

Kickstart your professional marketing career

Marketing graduates looking to add practical skills to their resume now have an upper hand in advancing their careers in the workplace. The Australian Marketing Institute (AMI) and Navitas Professional, a specialist in vocational placements have developed the Marketing Career Advancement Program to incorporate marketing industry best practices.

Taking place over 6 weeks, the coursework has both online and face-to-face components and access to AMI mentoring assistance. It is followed by a 12-week vocational placement where students are able to apply their knowledge and skills in the workplace.

Highly skilled Marketing industry specialists will guide each of the face-to-face workshops. Course participants can also continue their professional development outside of the classroom with exclusive access to LinkedIn Learning, an online training platform with over 500 specialised Marketing courses.

Course overview



Duration: 18 weeks



Coursework: 6 weeks, 3 full-day face-to-face workshops and 3 online modules.

Includes soft skill development, job seeking strategies and tools including the Unit of Competency BSBMKG414 Undertake marketing activities*.



Vocational placement: 12 week full-time or part-time



Entry requirements: Visit navitas-professional.edu.au/mcap



"As an industry-led program, the Marketing Career Advancement Program equips emerging marketers with the soft skills required to fast-track their employment prospects and to succeed in the workplace once they have gained employment."

John Clay, AMI Board Director, Consultant & Senior Lecturer, UTS Business School

Tailored job applications, CV preparation, and interview techniques

Marketing communications, planning, execution and reporting

Gain professional experience in marketing

The Marketing Career Advancement Program difference

Flexibility	Blended delivery – a mix of face-to-face and online coursework components.
Expert trainers	Our trainers and industry partners are highly qualified and have current industry experience in what it takes to be a successful Marketing professional.
Learning support	Unlimited access to LinkedIn Learning, an online training platform of software and business skills courses.
Career advice	We offer all graduates ongoing career counselling, networking opportunities and access to free professional development workshops. Psychometric evaluation using SpotLight to provide students with tailored guidance on career development. One year AMI Membership is included to enable students to stay on track with AMI's Marketing Excellence pathway.
Networking opportunities	Access to industry workshops and networking events, including discounts for AMI training and events at member rates.
Credential	Completion of program will see students qualify for a Deakin University accredited Credly badge to showcase Self Management skills.
Access to Certified Professional Marketers	AMI will pair the students with a mentor for the duration of the program, allowing participants to gain valuable insights on how to grow their marketing career.

Our delivery partners:



For more information

visit navitas-professional.edu.au/mcap

call **1300 728 966** to speak to a Career Consultant