Magill College Pty Ltd Trading as Magill College Sydney

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COURSE INFORMATION BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

CRICOS Course Code: 095089M		
Course Duration:	78 weeks with 20 contact hours per week including an eighteen (18) week approved holiday period.	
Course Fee	**Enrolment Fee (non-refundable)**	**Material Fee (incl. study materials)**
A$ 12,000.00	A$ 200.00	A$ 200.00

Please note Magill College Sydney reserves the right to vary the Course Fees and Other Fees with prior notice. Please contact the College prior to enrolling to confirm the current cost and fee structure.

Entry requirements: Entry to this qualification is limited to those individuals who have completed all **core units** in the BSB42415 Certificate IV in Marketing and Communication.
Magill College Sydney does not accept any students under 18 years of age, and therefore it is mandatory that all students who wish to enrol in this course must be at least 18 years of age.
For international students whose first language is not English, the minimum required level of English language proficiency is an IELTS score of 5.5 or TOEFL iBT score of 46 [or equivalent, as recognised by Department of Home Affairs (DHA) and a satisfactory completion of HSC Year 12 or equivalent.]

Learning and Career Pathways Information: Preferred pathways for students into this qualification may include a number of entry points, including:

- BSB42415 Certificate IV in Marketing and Communication; or
- For mature age entry (21 years of age or above) vocational experience is expected, but without a formal qualification provided they have completed all **core units** in the BSB42415 Certificate IV in Marketing and Communication.

Pathways from the qualification: Students who gain the BSB52415 Diploma of Marketing and Communication qualification can further their study in the BSB61315 Advanced Diploma of Marketing and Communication or other Advanced Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.

Qualification Packaging Rules: To attain the BSB52415 Diploma of Marketing and Communication qualification twelve (12) units (Three (3) Core units and Nine (9) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB52415 Diploma of Marketing and Communication.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB52415 Diploma of Marketing and Communication. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Core Units	
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
Elective Units	
BSBADV507	Develop a media plan
BSBADV509	Create mass print media advertisements
BSBCRT501	Originate and develop concepts
BSBFIM501	Manage budgets and financial plans
BSBWRT501	Write persuasive copy
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research
BSBMKG515	Conduct a marketing audit
Vocational Outcome:	This course is designed for: • Individuals with a sound theoretical knowledge base in marketing and communication; or • Individuals who demonstrate a range of managerial skills to ensure that functions are effectively conducted in an organisation or business area; or • Conversely, it may also apply to those individuals who would have responsibility for the work of other staff members or lead teams. Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au