



MAGILL

COLLEGE SYDNEY

CELEBRATING 22 YEARS AT MAGILL

- Project/Program Management Stream
- Marketing and Communication Stream



(+61) 2 8061 6980



info@magill.edu.au



www.magill.edu.au



www.facebook.com/Magill.College.Sydney



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St Mary's Cathedral

MESSAGE FROM PRINCIPAL



It is our aim to provide excellence in all aspects of Vocational Education and Training and to be a positive force behind our students in the fulfillment of their study and career goals. We strive to provide the highest quality of education available in the industry through qualified and experienced trainers and assessors, fully-equipped and functional classroom facilities connected to high-speed NBN Internet and our own library which contains a wealth of resources to support you in your studies. At Magill College Sydney we constantly work to maintain an atmosphere that nurtures growth and which facilitates the learning process for students with different learning needs and who come from a variety of backgrounds and experiences. Our campus is located in the heart of the Sydney CBD and surrounded by establishments serving the best in food and entertainment. You will never have a dull moment in a city that is always alive with diverse cultures. You stand to benefit tremendously by studying with us, as the value we bring to you extends well beyond the walls of our classrooms. We welcome you warmly to our diverse city, and especially to Magill College Sydney.

Jan VASEK
Grad Dip. Mgt,MBA
Principal, Magill College Sydney

About us Industry coordinator

Charlie has been involved in many events and projects for a number of years over the course of his career. Upon completing his Bachelor of Management in Events and Leisure, Charlie brought his knowledge to a number of different industries including the hospitality and agricultural sectors, attaining experience in managing small to large scale projects along the way. Having a boundless passion for teaching, Charlie endeavours to share his knowledge and expertise to anyone who seeks to enter the industry.

Charlie ELLIOTT
Cert IV TAE, Adv Dip MC, AdvDipPM, B. MEL
Magill College Sydney





Let's start build your experience that you will never forget !!

ABOUT SYDNEY



“You must go on adventures to find out where you belong.”
— Sue Fitzmaurice

Australia is one of the top tourist destinations in the world. Australia's major cities Sydney, Melbourne, Adelaide, and Brisbane showcase the nation's young and free-spirited way of life. Many tourism activities in Australia are based on cultural festivals, such as Chinese New Year and the Sydney Festival in January. Magill College Sydney is located within walking distance of Central Station and Town Hall Station, which is easily accessible to all students living in different suburbs. Students will be immersed in the friendly, multicultural and cosmopolitan environment, with a wide range of sightseeing options including iconic architecture and stunning beaches such as Bondi and Manly. We are surrounded by some of Sydney's best-known restaurants, cafés, takeaway shops, and entertainment. With the ongoing worldwide pandemic of the novel coronavirus (COVID-19), things have not returned to complete normality just yet. Maintaining a normal routine in daily life has been challenging as the NSW Government has placed restrictions on gatherings, specific events (corporate events, weddings, funerals), non-residential and residential premises, and Rules and

regulations are constantly changing, yet there are many stunning destinations in Sydney that are currently open with regulated safety protocols. Whether you are looking for a weekend getaway on the water, an outback adventure, or a food and wine journey through the Hunter Valley, NSW is the We would like you to enjoy your time in Sydney and especially at Magill College Sydney. It can often be a once in a lifetime experience to study in a new place in a new country. We are here to assist you in benefiting from your time in studying at Magill College Sydney and to help you enjoy the many benefits that Sydney has.



Kangaroos are the national animal of Australia.

TIMETABLE AND TUITION FEE

Students have the flexibility to change between day and evening classes (Classes I to IV) during their course of study at Magill College Sydney (subject to availability). This is only allowed at the beginning of each Block/Term (5/10 weeks) unless there are special circumstances which may be considered by the Administration Manager. To request a timetable change, please see Student Services.

Class I

Time	Monday	Tuesday	Wednesday
8:30 AM - 12:00 PM	Class	Class	Class
12:00 PM - 12:30 PM	Lunch	Lunch	Lunch
12:30 PM - 3:45 PM*	Class	Class	Class

Class II

Thursday	Friday	Saturday
Class	Class	Class
Lunch	Lunch	Lunch
Class	Class	Class

* Wednesday and Saturday classes finish at 3:30 PM.

Class III

Time	Friday	Saturday
4:00 PM - 10:00PM	Class	Class
Time	Sunday	
8:30AM - 12:00PM	Class	
12:00PM - 12:30PM	Lunch	
12:30PM - 5:00PM	Class	

Class IV

Time	Monday	Tuesday	Wednesday	Thursday
05:00PM - 10:00PM	Class	Class	Class	Class

* Trainers will allow a 30 minute dinner break.



Free Study & Individual Needs Support



4 Timetables to choose from



Fast Track / Credit Transfer / Recognition of Prior Learning

CRICOS CODE	Course Title	Duration	Tuition Fee
106489M	BSB40820 Certificate IV in Marketing and Communication	52 Weeks	A\$2,000 X 4 Terms
106490G	BSB50620 Diploma of Marketing and Communication	78 Weeks	A\$2,000 X 6 Terms
106491F	BSB60520 Advanced Diploma of Marketing and Communication	78 Weeks	A\$2,000 X 6 Terms
103907M	BSB40920 Certificate IV in Project Management Practice	52 Weeks	A\$2,000 X 4 Terms
103908K	BSB50820 Diploma of Project Management	78 Weeks	A\$2,000 X 6 Terms
103909J	BSB60720 Advanced Diploma of Project Management	78 Weeks	A\$2,000 X 6 Terms

Please note Magill College Sydney reserves the right to change Fees and Timetable with prior notice. Please contact the College before enrolling to confirm the current cost, fee structure and timetable for each course.

OFF-CAMPUS LEARNING MODE

Magill College Sydney is currently running on OFF-CAMPUS LEARNING MODE for all our courses. Please note that this mode has been activated as a temporary COVID-19 emergency measure.

Students will attend their classes through the OFF-CAMPUS LEARNING platform, with a range of resources provided (e.g. Microsoft Office 365, Microsoft Teams, and Microsoft Sway) to support the student in their studies without needing to be on campus. These include interactive features, chatroom discussions for each class, and essential learning materials – all in one place.

1. PURPOSE OF OFF-CAMPUS LEARNING MODE

The OFF-CAMPUS LEARNING MODE is a temporary shift from our traditional face-to-face tuition of 20 hours per week due to the COVID-19 pandemic. Students will be able to return to face-to-face learning mode once it is safe to return on campus. There will be plenty of both offline and online learning materials and resources provided to guide and support the students in their studies. We ensure that there are regular updates on Microsoft Teams to keep students up-to-date with important information and can easily communicate with their trainers through the Teams app.

2. ACADEMIC SUPPORT

Assessment packs, assessment guidelines, and other study materials will be posted to students via the Microsoft Teams class channel. Students can also share files to trainers through Microsoft Teams chat to receive regular feedback on their work, or direct message Magill staff regarding administrative-related questions (e.g. course timetable, holidays, or tuition fees). Additionally, there will be Supplementary Academic Video Recordings via Microsoft Sway with voice narration from the trainer. Through these presentations, the trainers will comprehensively discuss the information, theory, and knowledge about the topics from the units of competency. Students can playback the recordings anytime and anywhere from a computer or mobile device.

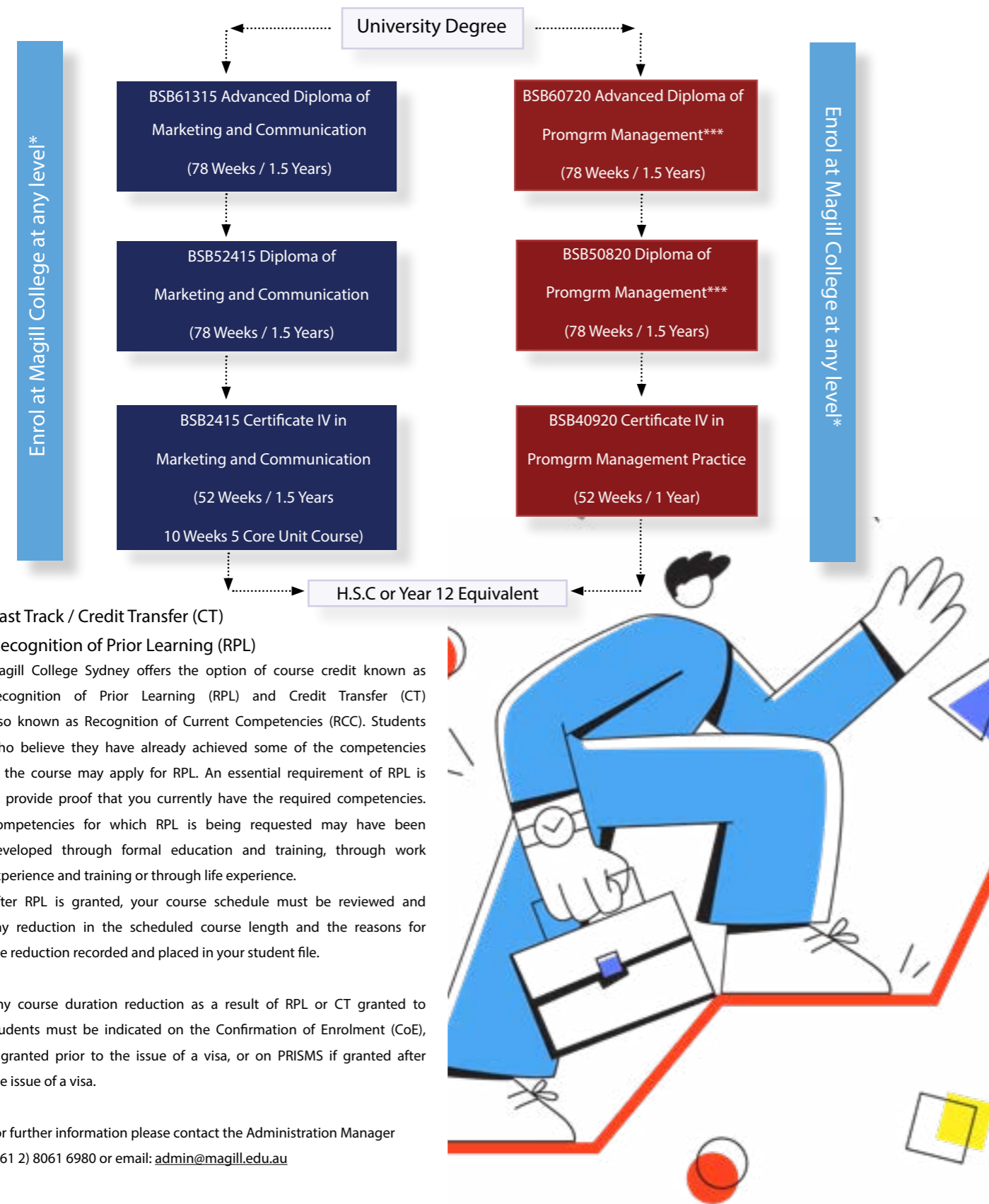
3. ACCESS TO TECHNOLOGY AND CLASSROOM FACILITIES

For our current students who may require access to our computers and printing facilities to support them in the studies, there will be restricted access to our facilities while our College building is temporarily in lockdown until further notice.

Should you require any support regarding our OFF-CAMPUS LEARNING MODE, please contact our friendly administration staff on (+61) 2 8061 6980, or email to studentservices@magill.edu.au



MAGILL PATHWAY



- Subject to meet all entry requirements including pre-requisites where applicable.
 - Please contact our administration if you wish to gain direct entry to Diploma or Advanced Diploma.

* Mature age entrance is available for applicants with Year 11 or equivalent certificate.
 ** With relevant experience only for direct entry.
 *** Intake dates to be advised for 2021.

APPLICATION PROCEDURE

1. please read the Magill College Sydney Pre-Enrolment Information Pack located on the Magill College website

2. Send the following documents to enrolments@magill.edu.au

Complete and sign the Enrolment Form and return it to the College along with the "Student Individual Needs Survey" form and provide copies of your passport/visa, English results (IELTS 5.5 or TOEFL iBT 46 or equivalent), HSC Year 12 or equivalent and relevant work experience, or completed training resulting in satisfactorily achieving all entry pathways. Documents not in English should be provided with an English translation.

3. Receive, sign and return the Letter of Offer along with the first instalment payment receipt.*

4. Receive Confirmation of Enrolment (CoE) and commence studying at Magill College on your orientation day.

*To confirm your acceptance of the above offer, you are required to read and accept the information and conditions below.

Refer to our website, www.magill.edu.au for all pre-enrolment information. If you are unable to access our website, please contact Magill College Sydney to request a hard copy.

Magill College Sydney does not accept any students under 18 years of age and therefore it is a mandatory requirement that all participants wishing to enrol 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 School Certificate or equivalent.] For mature age entry students (21 years of age or above) relevant work experience is generally expected and it may be possible to provide an entry pathway to the course by utilising the student's underpinning skills and knowledge, or completed training.

If you have not provided these documents with this application, the offer letter will remain conditional until all documents are provided. These documents must be provided before you can be accepted into the above course(s) and an electronic Overseas Student Confirmation-of-Enrolment (CoE) is issued. Approved holiday periods can be viewed in the Academic Calendar, accessible on our website.

Students who have not completed six months of their principal course on their current student visa may require a release, as required by the Education Services for Overseas Students (ESOS) Act 2000. A cancellation of a CoE does not mean that the student has been released from the previous CRICOS-registered education provider; however after 6 months from the commencement date of the principal course, the student may transfer to another CRICOS-registered education provider



without requiring a release for the transfer to the new provider. Please consult your education agent or Magill College Sydney if you require further information.

Please note that you are required to maintain Overseas Student Health Cover (OSHC) for the duration of your student visa. Please refer to the pre-enrolment information located on our website regarding the College's preferred health care provider for OSHC.

Please visit the DHA website link <http://homeaffairs.gov.au/Trav/Stud> for information regarding student visa requirements and your obligations as a student visa holder during your studies in Australia.

PARTNER SCHOOL



THE HOTEL SCHOOL™
SYDNEY • MELBOURNE • BRISBANE

The first hotel school established in Australia with a public university degree
6 Month fully paid professional hospitality experience internship

- Internship at some of the major organisations such as Hotel Intercontinental, Shangri-La Hotel and Hilton Hotel.
- Internship overseas such as Denmark, Belgium, Thailand, China, Vietnam and Hong Kong.
- Earn over A\$15,000 from 600 hours of practical workplace internship.

MARKETING STREAM:

• BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

- credit reference number: C064005
- credit granted: 4 units, of a total of 24 (16% of the course)
- 2 unspecified elective units; 2 specified units:
 - COM00207 communication in organisations
 - MKT00075 marketing principles

• BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

- credit reference number: C062595
- credit granted: 4 units, of a total of 24 (16% of the course)
- 2 unspecified elective units; 2 specified units:
 - COM00207 communication in organisation
 - MKT00075 marketing principles



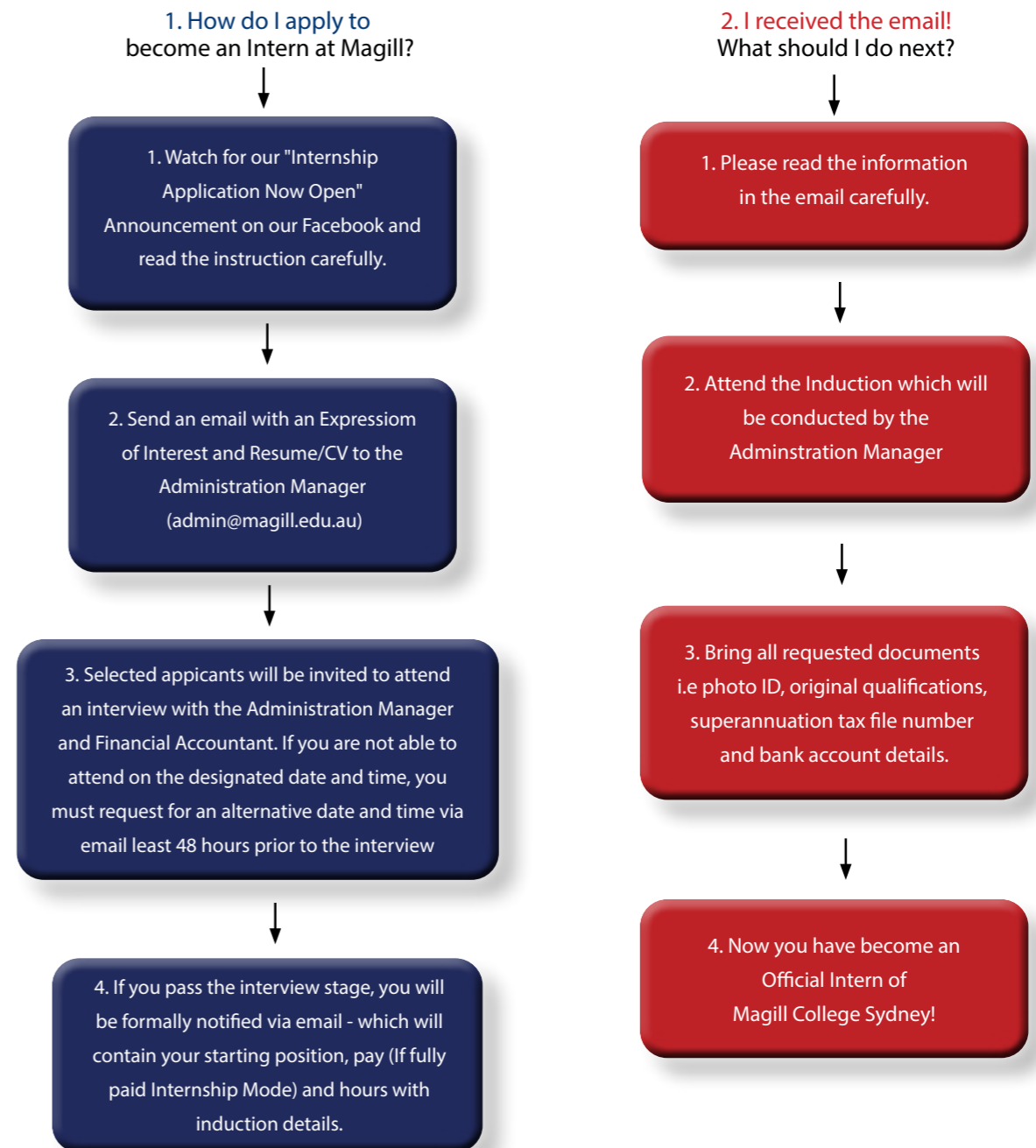


INTERNSHIP PROGRAM



- TRANSFERABLE SKILLS
- APPLIED KNOWLEDGE
- AUSTRALIAN WORK EXPERIENCE
- CAREER PATHWAYS

FREQUENTLY ASKED QUESTIONS(FAQ):



What happens on the first day of my Internship at Magill College Sydney?

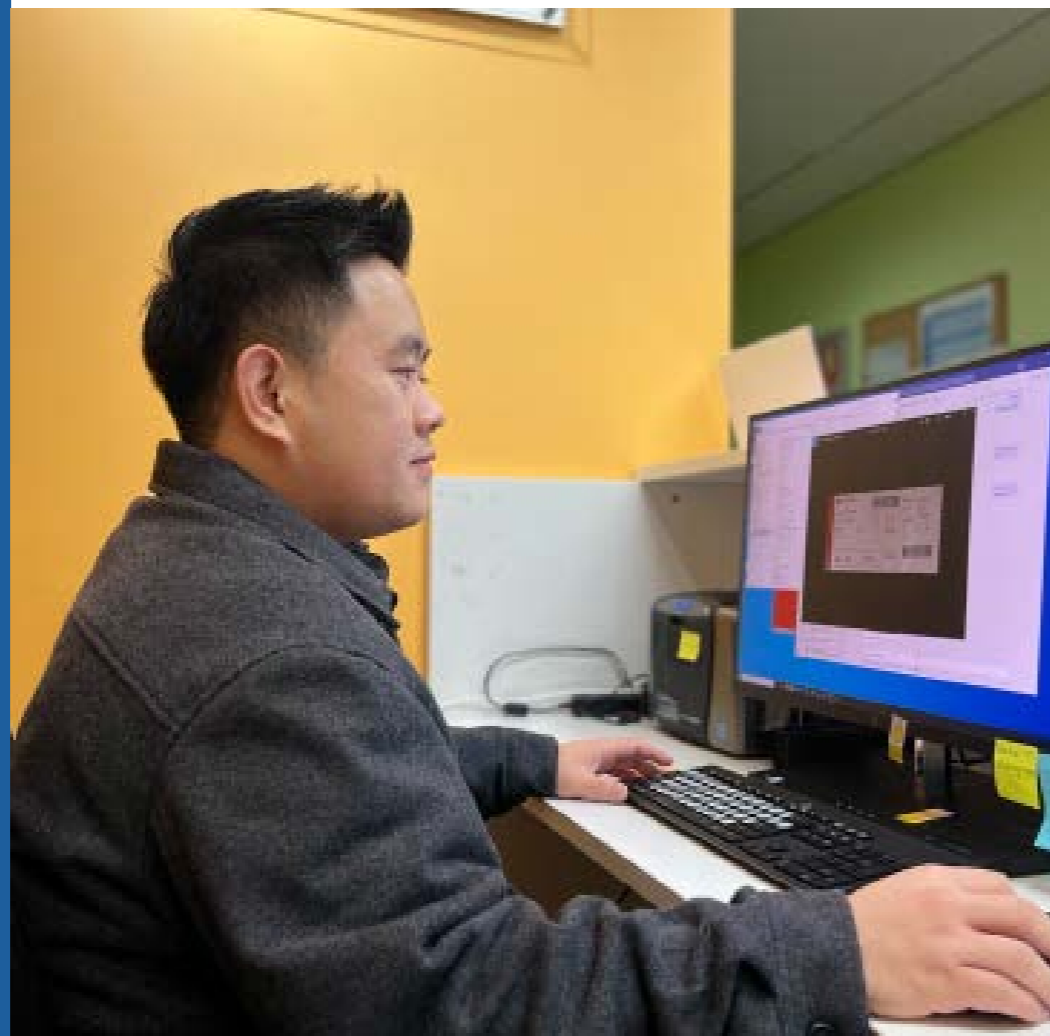
You will be introduced to all staff of Magill College Sydney and undertake a work health and safety (WHS) induction. You will be under the supervision of at least one Assistant Manager at all times and a workstation will be assigned to you.

- Familiarise yourself with all work equipment i.e. computer, scanners, printers and phone.
- Understand how the Magill College Sydney Administration Team works and whom to see to seek assistance (i.e. if you encounter computer related problem), see I.T staff.

Once you settle in, real work will be given to you and the outcome of your work will be reviewed by your direct supervisor. Don't be afraid to ASK, MAKE MISTAKES OR CHALLENGE YOURSELF! It is all part of your learning process.

Prajak THONGAEKKASIT from Thailand

Once I have received an email from Magill College Sydney to apply internship program. At that time, I'm very excited and not hesitated to send my resume to apply for this internship program. The day that I have interview at Magill College Sydney, it was my first time to have an Interview, but I have to try my best to go through this interview with my sincere, honest and my intention to work with Magill College Sydney which can help me to improve my office work skill. Finally, I have employed as an Administration Assistant Intern of Magill College. Since the first day until now I can feel that the working environment is very friendly, and all seniors provide a perfect training. All working skill that I have learnt from this position can help me to improve my work ability skill in a various. Moreover, I am so impressed for all Magill College team that they are very kindness, warm and supportive. Therefore, I am sure that all the skill that I have learnt and gain from this internship program will be one of my treasure knowledge that I will never forget also can help me to grow bigger to get ready for any other higher responsibility.



MARKETING & COMMUNICATION INTERNSHIP PROGRAM

The program will provide you with the opportunity to develop communication skills and confidence, apply your Marketing & Communication knowledge to a real work environment, learn more about marketing function in a business, build your professional network, and most importantly - add relevant Marketing & Communication experience to your resume.

You will work with our communication processes and systems, involve and assist in developing and implementing our marketing material and promotion campaign, liaise and communicate with our partners and clients and attend different educational & marketing events as networking activities. The skill set you build through these activities will be the pedestal of your career and will help you excel in your future marketing roles.

FAQ

Q: How much do I get paid during Internship at Magill College Sydney?

A: If you are placed in the Fully Paid Internship Program, Magill College Sydney follows Educational Services (Post-Secondary Education) Award 2020 rate. You will be paid accordingly along with a superannuation contribution.

Q: I have a part-time job and I can only do Internship for a short period of time. Can I still apply for the Internship position?

A: Yes, of course! Please indicate your available schedule when you write an expression of interest. If you are selected to be invited to the interview stage, we will discuss how the

PROJECT/PROGRAM MANAGEMENT INTERNSHIP PROGRAM

As a Project/Program Management student, you will learn and apply project management skills in a wide variety of project operations and organisational activities. Our program will provide you the opportunity to be able to deliver project outcomes by applying scope, time and quality management tools and techniques with members of a project team.

You will gain an understanding and interact with systems and processes and utilise your project management skill sets to direct, plan and manage program functions to achieve various objectives as set out by your supervisor. Becoming accustomed to and being proficient in a range of project-based specialised tasks will be the pedestal of your career

FAQ

Q: I do not have a resume and need help with interview skills. What can I do to prepare myself for the application to become an intern?

A: Do not worry, this is the reason why we provide a comprehensive study support. Magill College Sydney Study Support does not limit itself only to academic help, but also prepares you for job preparation i.e. building your resume, writing an expression of interest and job interview practice. All you have to do is to contact the Administration Office on 02 8061 6980, send an email to studentservices@magill.edu.au or simply walk in and ask for help. We will be more than happy to arrange a Study Support for you.



Atirat Kongniruntarit from Thailand

Up until the end of 2019, I never knew that Magill College had an internship program until I saw my classmate apply for the internship position. Around that time, I was awarded with the Academic Excellence Award and it was then that the Administration Manager invited me to apply for the internship. At first, I was hesitant as I had a part-time job and was uncertain of my ability to do this job. In the end, I decided not to apply.

Then one day I realised that I should step out of my comfort zone and push myself into unfamiliar environments to improve myself. I sent my resume to the Administration Manager and was ecstatic when I was called in for an interview with the General Manager the week after. Finally, I was accepted into the internship program at Magill College and was given various opportunities to work in the administration and marketing departments.

Despite not having much experience in the Australian business environment at first, Magill College has given me the confidence and skills to tackle any upcoming challenges. It has opened many opportunities for my future, and I am grateful for my colleagues who have helped me so much and treat me like family. It makes me happy to go to work every week! Thank you so much Magill College Sydney!

ACADEMIC EXCELLENCE AWARD & SCHOLARSHIP



ACADEMIC EXCELLENCE AWARD & SCHOLARSHIP



It is our aim to provide excellence in all aspects of Vocational Education and Training and to be a positive force behind our students in the fulfillment of their study and career goals. Hence, we go out of our way to train them and encourage them to be the very best.

Each year in October/November, Magill College Sydney rewards our best students with the Academic Excellence Award and Scholarship. Students are nominated by their class trainers based on academic excellence and other merits displayed during studies.

The Academic Excellence Award ceremony is completed with professional photo shoots and a feast at the Principal's choice of the restaurant. The students are encouraged to invite their friends and families to share an amazing experience celebrating the recognition of their achievement at the Principal's Invitation.

In 2021, six of our international students, with different nationalities, including Thailand, Laos, were awarded with an Academic Excellence Award, a Trophy and a A\$ 350 scholarship cheque each.



GRADUATION CEREMONIES

"YOUR GRADUATION CEREMONY IS A WONDERFUL WAY TO CELEBRATE THE ACHIEVEMENT OF COMPLETING YOUR STUDIES. FROM DRESSING UP IN YOUR GRADUATE GOWN TO CAPTURING THE EXCITEMENT OF THE MOMENT, MAGILL WILL MAKE IT THE HIGHLIGHT OF YOUR EDUCATIONAL JOURNEY!"



This is the moment you have been working hard for! We endeavour to help you reach your academic goals at Magill College Sydney. All Certificates and Diploma will be awarded by the principal and you will get to enjoy our free graduation picture services at the end of your studies. The photos are a great way to show family and friends the success you have achieved by studying in Sydney.



STUDENT EVENTS & PARTIES

At Magill, our Annual Student Party is getting bigger and more extravagant each year! Here are some of our past successes:



2015: AN UNFORGETTABLE DINNER AND FUNCTION ON SYDNEY BOAT.



2016: A FANCY 5 STAR PARTY WITH INDIAN DANCERS AT WATERSHED, DARLING HABOUR.



2017: STEAMY PERFORMANCE FROM BRAZILIAN CULTURAL DANCERS AT THE LOFT.



2018: SUPER KARAOKE CHAMPIONSHIP AT ALL YOU CAN EAT THAI BUFFET AT KOH SAMET SYDNEY.



2019: MAGILL KPOP PARTY NIGHT A BIG FANTASTIC PARTY WITH HIGHLIGHTS FROM THE HORIZON DANCE CREW. THANK YOU TO THAI POTHONG FOR THE PROFESSIONAL.

Secatibe runtum earum sincilla velenimus auta nobit raecus di omni

>>> Our famous party returns each year during November to celebrate diversity and life in Sydney. So bring your friends and family to join us this year and watch out for ticket sale announcements on our Facebook and website as tickets sell out pretty fast!! Enjoy your study at Magill and see you this year at another fun-packed super party to remember! Due to COVID-19, this years party is again subject to goverment rules and restrictions.

BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION

(CRICOS Course Code: 106489M)

Course Duration:

52 weeks (12 months) with 20 contact hours per week including a twelve (12) week approved holiday period.

Entry Requirements:

There are no pre-requisite entry requirements for this qualification. 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:

- A satisfactory completion of HSC Year 12 or equivalent; or
- For mature age entry (21 years of age or above) with vocational experience assisting in a range of environments, but without a formal qualification.

Pathways from the Qualification:

Students who gain the BSB40820 Certificate IV in Marketing and Communication qualification can further their study in the BSB50620 Diploma of Marketing and Communication or other Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.

Qualification Packaging Rules:

To attain the BSB40820 Certificate IV in Marketing and Communication qualification twelve (12) units (Six (6) Core units and six (6) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in Release No.1 of BSB40820 Certificate IV in Marketing and Communication.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB40820 Certificate IV in 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

Vocational Outcome:

This course is designed for:

- Individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts; or
- Individuals who in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources; or
- Conversely, it may also apply to those individuals who may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners.

Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au

Please note Magill College Sydney reserves the right to vary Tuition Fees and/or Material Fees without prior notice. Please contact the College prior to enrolling to confirm the current cost and fee structure.

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$8,000.00	AU \$200.00	AU \$200.00

Core Units	
BSBCMM411	Make presentations
BSBCRT412	Articulate, presents and debate ideas
BSBMKG433	Undertake marketing activities
BSBMKG435	Analyse consumer behaviour
BSBMKG439	Develop and apply knowledge of communications industry
BSBWRT411	Write complex documents
Elective Units	
BSBMKG440	Apply marketing communication across a convergent industry
BSBMKG434	Promote products and services
BSBMKG401	Report on financial activity
BSBOPS404	Implement customer service strategies
BSBINS401	Analyse and present research information
BSBINS402	Coordinate workplace information systems

BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION

(CRICOS Course Code: 106490G)

Course Duration:

78 weeks (18 months) with 20 contact hours per week including an eighteen (18) week approved holiday period.

Entry Requirements:

Entry to this qualification is limited to those individuals who have completed all core units in the BSB40820 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 BSB40820 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 BSB40820 Certificate IV in Marketing and Communication

Pathways from the Qualification:

Students who gain the BSB50620 Diploma of Marketing and Communication qualification can further their study in the BSB60520 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 BSB50620 Diploma of Marketing and Communication qualification twelve (12) units (Five (5) Core units and Seven (7) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB50620 Diploma of Marketing and Communication.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB50620 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

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

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$12,000.00	AU \$200.00	AU \$200.00

Core Units	
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBMKG552	Design and develop marketing communication plans
BSBMKG555	Write persuasive copy
BSBPMG430	Undertake project work
Elective Units (Other Group)	
BSBMKG545	Conduct marketing audits
BSBMKG543	Plan and interpret market research
BSBMKG546	Develop social media engagement plans
BSBCRT512	Originate and develop concepts
BSBFIN501	Manage budgets and financial plans
BSBLDR522	Manage people performance
BSBLDR523	Lead and manage effective workplace relationships



BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

(CRICOS Course Code: 106491F)

Course Duration:

78 weeks (18 months) with 20 contact hours per week including an eighteen (18) week approved holiday period.

Entry Requirements:

Entry to this qualification is limited to those individuals who have completed all core units in the BSB50620 Diploma of 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:

- BSB52415 Diploma of Marketing and Communication or BSB50620 Diploma of Marketing and Communication; or
- For mature age entry (21 years of age or above) with substantial vocational experience in business, but without a formal qualification provided they have completed all core units in the BSB50620 Diploma of Marketing and Communication.

Pathways from the Qualification:

Students who gain the BSB60520 Advanced Diploma of Marketing and Communication qualification may choose to undertake studies at a higher level of education or can gain employment in job roles such as Marketing Manager. This breadth of expertise would equate to the competencies required to undertake this qualification.

Qualification Packaging Rules:

To attain the BSB60520 Advanced Diploma of Marketing and Communication qualification twelve (12) units (Four (4) Core units and Eight (8) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB60520 Advanced Diploma of Marketing and Communication.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB60520 Advanced 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

Vocational Outcome:

This course is designed for:

- Individuals who provide leadership and strategic direction in the marketing and communication activities of an organisation; or
- Individuals who in these roles analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies; or
- Conversely, it may also apply to those individuals whose knowledge base may be highly specialised or broad within the marketing and communication field. Typically they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$12,000.00	AU \$200.00	AU \$200.00

Core Units	
BSBMKG621	Develop organisational marketing strategy
BSBMKG622	Manage organisational marketing processes
BSBMKG623	Develop marketing plans
BSBTWK601	Develop and maintain strategic business networks
Elective Units	
BSBMKG624	Manage market research
BSBMKG626	Develop advertising campaigns
BSBLDR601	Lead and manage organisational change
BSBOPS601	Develop and implement business plans
BSBSTR601	Manage innovation and continuous improvement
BSBINS601	Manage knowledge and information
BSBLDR602	Provide leadership across the organisation
BSBSTR602	Develop organisational strategies

“I will use the knowledge I learnt from this course to achieve my career which is a Marketing Consultant”



BSB40920 CERTIFICATE IV IN PROJECT MANAGEMENT

(CRICOS Course Code: 103907M)

Course Duration:

52 weeks (12 months) with 20 contact hours per week including a twelve (12) week approved holiday period.

Entry Requirements:

There are no pre-requisite entry requirements for this qualification. 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:

- A satisfactory completion of HSC Year 12 or equivalent; or
- For mature age entry (21 years of age or above) with vocational experience assisting in a range of environments, but without a formal qualification.

Pathways from the Qualification:

Student who obtain the BSB40920 Certificate IV in Project Management Practice qualification can further their study in the BSB50820 Diploma of Project Management or other Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.

Qualification Packaging Rules:

To attain the BSB40920 Certificate IV in Project Management Practice qualification nine (9) units [three (3) Core units and six (6) Elective units] must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB40920 Certificate IV in Project Management Practice.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB40920 Certificate IV in Project Management Practice. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Vocational Outcome:

This course is designed for:

- Individuals working autonomously who might be members of a project team, without responsibility for overall project outcomes; or
- Individuals who, in these roles, apply project management skills and knowledge to support wider project operations; or
- Conversely, it may also apply to those individuals who may utilise project tools and methodologies to carry out organisational and business activities efficiently.

Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$8,000.00	AU \$200.00	AU \$200.00

Core Units	
BSBPMG420	Apply project scope management techniques
BSBPMG421	Apply project time management techniques
BSBPMG422	Apply project quality management techniques
Elective Units	
BSBPMG423	Apply project cost management techniques
BSBPMG424	Apply project human resources management approaches
BSBPMG429	Apply project stakeholder engagement techniques
BSBTEC403	Apply digital solutions to work processes



BSB50820 DIPLOMA OF PROJECT MANAGEMENT

(CRICOS Course Code: 103908K)

Course Duration:

78 weeks with 20 contact hours per week including an eighteen (18) week approved holiday period.

Entry Requirements:

There are no pre-requisite entry requirements for this qualification. 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:

- A satisfactory completion of HSC Year 12 or equivalent or
- For mature age entry (21 years of age or above) vocational experience is expected, but without a formal qualification.

Pathways from the Qualification:

Students who obtain the BSB50820 Diploma of Project Management qualification can further their study in the BSB67020 Advanced Diploma of Program Management or other Advanced Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.

Qualification Packaging Rules:

To attain the BSB50820 Diploma of Project Management qualification twelve (12) units [eight (8) Core Units and four (4) Elective Units] must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB50820 Diploma of Project Management

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB50820 Diploma of Project Management. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Vocational Outcome

This course is designed for:

- Individuals who might be members of a project team, with responsibility to accomplish project objectives; or
- Individuals who, in these roles, have project leadership or management roles who work in a variety of contexts, across a range of industry sectors, or
- Conversely, it may also apply to those individuals who possess a solid theoretical knowledge base and utilise various specialised, technical and managerial competencies to initiate, plan, perform and assess their own and/or others work.

Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$12,000.00	AU \$200.00	AU \$200.00

Core Units	
BSBPMG530	Manage project scope
BSBPMG531	Manage project time
BSBPMG532	Manage project quality
BSBPMG533	Manage project cost
BSBPMG534	Manage project human resources
BSBPMG535	Manage project information and communication
BSBPMG536	Manage project risk
BSBPMG540	Manage project integration
Elective Units	
BSBIN501	Implement information and knowledge management systems
BSBPEF501	Manage personal and professional development
BSBPMG538	Manage project stakeholder engagement
BSBSTR502	Facilitate continuous improvement

PROJECT/PROGRAM MANAGEMENT

BSB60720 ADVANCED DIPLOMA OF PROGRAM MANAGEMENT

(CRICOS Course Code: 103909J)

Course Duration:

78 weeks with 20 contact hours per week including an eighteen (18) week approved holiday period.

Entry Requirements:

Entry to this qualification is limited to individual students who have completed BSB50820 Diploma of Project Management; or BSB51415 Diploma of Project Management (or a superseded equivalent version); or have completed two years equivalent full-time relevant workplace experience at a significant level within a project or program environment within an enterprise. 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 to 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, 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:

- BSB50820 Diploma of Project Management; or
- For mature age entry (21 years of age or above) with substantial vocational experience in business, but without a formal qualification provided they have completed BSB50820 Diploma of Project Management (or a superseded equivalent version); or have completed two years equivalent full-time relevant workplace experience at a significant level within a project or program environment within an enterprise

Pathways from the Qualification:

Students who obtain the BSB60720 Advanced Diploma of Program Management qualification may choose to undertake studies at a higher level of education or can gain employment in job roles such as Project Manager. This breadth of expertise would equate to the competencies required to undertake this qualification.

Qualification Packaging Rules:

To attain the BSB60720 Advanced Diploma of Program Management qualification twelve (12) units [four (4) Core Units and eight (8) Elective Units] must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB60720 Advanced Diploma of Program Management. Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB60720 Advanced Diploma of Program Management. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$12,000.00	AU \$200.00	AU \$200.00

Core Units	
BSBPMG630	Manage program execution
BSBPMG634	Facilitate stakeholder engagement
BSBPMG635	Implement program governance
BSBPMG636	Manage benefits
Elective Units	
BSBAUD601	Establish and manage compliance management systems
BSBCRT611	Apply critical thinking for complex problem solving
BSBFIN601	Manage organisational finances
BSBPMG631	Manage program delivery
BSBPMG637	Engage in collaborative alliances
BSBSUS601	Lead corporate social responsibility
BSBSTR602	Develop organisational strategies
BSBOP5504	Manage business risk

Vocational Outcome:

This course is designed for:

- Individuals who might be members of a project team, with various responsibility for managing or directing a program to achieve overall project outcomes; or
- Individuals who, in these roles, identify and apply program management skills and knowledge across a range of enterprises; or
- Conversely, it may also apply to those individuals who may carefully plan, coordinate, budget, and evaluate large-scale projects, in addition to manage the risks and the people involved, to accomplish determined goals and converge specific success criteria.

Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au



BSB40920 Certificate IV
in Project Management Practice **1 Year/52 Weeks**

BSB50820 Diploma
of Project Management **1.5 Year/78 Weeks**

BSB60720 Advanced Diploma
of Program Management **1.5 Year/78 Weeks**

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