

CELEBRATING 25 YEARS



MAGILL
COLLEGE SYDNEY

**MARKETING &
COMMUNICATION
STREAM**

**PROJECT
MANAGEMENT
STREAM**



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info@magill.edu.au



www.magill.edu.au



www.facebook.com/Magill.College.Sydney



GEORGE ST CAMPUS (Head Office)

Level 4, 695-699 George Street,
Haymarket NSW 2000, Australia

SUSSEX ST CAMPUS

Level 4, 388-390 Sussex Street,
Sydney NSW 2000, Australia



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PRINCIPAL'S MESSAGE



**Jan
VASEK**

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

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,
Industry Coordinator, Magill College Sydney



**Charlie
ELLIOTT**



WELCOME TO MAGILL'S VET COURSE

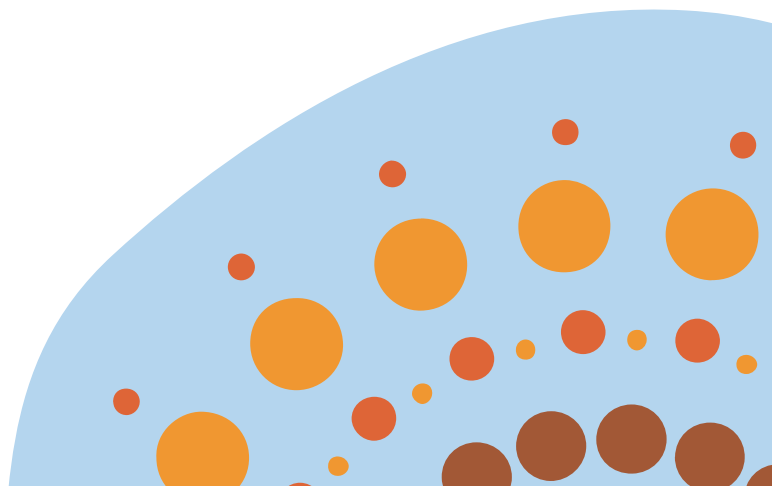
Magill College Sydney has had a successful journey over the past 25 years, focusing on providing quality education and helping students enhance their knowledge and skills. Throughout the years, Magill College Sydney has remained consistent with its vision and mission, demonstrating dedication to our goals.

The college prepares students for the world of a trans-national educational environment that is warm, friendly, exciting and multicultural. We are dedicated to offering an exceptional educational experience tailored to equip our diverse student community for the challenges and opportunities of tomorrow.

We continue to progress and support our students in achieving their career aspirations. Magill's VET courses empower students by providing opportunities and leveraging their competitive experiences to pursue their dreams.

Vocational Education and Training (VET) plays a crucial role in equipping students with practical skills and knowledge that are directly applicable to their chosen fields. Through VET programs, students gain hands-on experience that enhances their employability and confidence in the workforce.

Magill College Sydney is making a significant impact on its students' lives by preparing them effectively for their career paths, ensuring they are ready to meet the demands of their industries.



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.](#)



Free Study & Individual
Needs Support



5 Timetables to
Choose From



Fast track / Credit Transfer /
Recognition of Prior Learning

Hybrid Mode of Flexible Learning Timetable (1/3 Online Component)

Shift 1 (Mon, Tue, Thu)			
	Monday	Tuesday	Thursday
Time	F2F	F2F	ONLINE
	405 min / 6.75 hrs	405 min / 6.75 hrs	390 min / 6.5 hrs
Class	8:30AM - 12:00PM	8:30AM - 12:00PM	8:30AM - 12:00PM
Lunch	12:00PM - 12:30PM	12:00PM - 12:30PM	12:00PM - 12:30PM
Class	12:30PM - 3:45PM	12:30PM - 3:45PM	12:30PM - 4:00PM

Shift 2 (Tue, Thu, Fri)			
	Tuesday	Thursday	Friday
Time	ONLINE	F2F	F2F
	390 min / 6.5 hrs	405 min / 6.75 hrs	405 min / 6.75 hrs
Class	8:30AM - 12:00PM	8:30AM - 12:00PM	8:30AM - 12:00PM
Lunch	12:00PM - 12:30PM	12:00PM - 12:30PM	12:00PM - 12:30PM
Class	12:30PM - 4:00PM	12:30PM - 3:45PM	12:30PM - 3:45PM

Shift 3 (Tue, Wed, Thu)			
	Tuesday	Wednesday	Thursday
Time	ONLINE	F2F	F2F
	390 min / 6.5 hrs	360 min / 6 hrs	450 min / 7.5 hrs
Class	8:30AM - 12:00PM	4:00PM - 10:00PM	12:30PM - 8:00PM
Lunch	12:00PM - 12:30PM		
Class	12:30PM - 4:00PM		

*Shift 3 currently unavailable

Shift 4 (Mon, Tue, Thu, Sat)				
	Monday	Tuesday	Thursday	Saturday
Time	F2F	F2F	ONLINE	F2F
	300 min / 5 hrs	300 min / 5 hrs	390 min / 6.5 hrs	210 min / 3.5 hrs
Class	5:00PM - 10:00PM	5:00PM - 10:00PM	8:30AM - 12:00PM	8:30AM - 12:00PM
Lunch			12:00PM - 12:30PM	
Class			12:30PM - 4:00PM	

Shift 5 (Tue, Wed, Thu)			
	Tuesday	Wednesday	Thursday
Time	ONLINE	F2F	F2F
	390 min / 6.5 hrs	450 min / 7.5 hrs	360 min / 6 hrs
Class	8:30AM - 12:00PM	8:30AM - 12:00PM	4:00PM - 10:00PM
Lunch	12:00PM - 12:30PM	12:00PM - 12:30PM	
Class	12:30PM - 4:00PM	12:30PM - 4:30PM	

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 Program Management	78 Weeks	A \$2,000 X 6 Terms

HYBRID LEARNING MODE

Magill College Sydney is adapting to new norms in education by implementing a hybrid setup. This approach allows students to experience the best of both worlds, combining in person and a supported digital platform to enhance your face-to-face environment. This model aims to provide flexibility and enhance the overall learning experience.

01 Why is a Hybrid Learning Program Important?

In the digital era, where technology plays a significant role in our daily lives, hybrid learning leverages technological cloud and streamlining platforms to cultivate a learning experience that is not only flexible but also tailored to the individual needs of learners. This method allows for personalised learning paths, enabling students to learn at their own pace, review on-the-go and access resources that suit their unique learning styles. By blending traditional classroom methods with digital tools and innovative teaching environment, this model provides a comprehensive and modern way to complete your educational experience with Magill College Sydney through the Teams app.

02 Academic Support

In a hybrid learning setup, trainers and assessors guide and assist students in completing their assessments by discussing relevant information, theories and knowledge from the unit of competency. Microsoft Teams and Student Portal serves as the primary tool for students to access their learning materials, time-table, academic calendar, attendances, academic submissions and their own dedicated central point of communication. Through this platform, students can utilise various channels to engage with the Magill College team on a range of topics including academic support, administration, finance, student services and IT, ensuring a seamless and supportive learning experience.

03 Modern Classroom Facilities & Technology Advancements

With the site expansion at our George Street campus, students will have the opportunity to use our newly improved facilities and equipment, including state-of-the-art computers, study breakout areas and printers for study purposes, as well as other learning materials. These resources are designed to enhance the face-to-face class experience, providing students with the tools they need to succeed in their studies. Visit our friendly Student Services Team to request a tour guide at our George Street or Sussex Street campuses.



MAGILL PATHWAY

- 6 -

Marketing & Communication

BSB40820 Certificate IV in
Marketing and Communication

52 weeks / 1 year



BSB50620 Diploma of Marketing
and Communication

78 weeks / 1.5 years



BSB60520 Advanced Diploma of
Marketing and Communication

78 weeks / 1.5 years

Project Management

BSB40920 Certificate IV in
Project Management Practice

52 weeks / 1 year



BSB50820 Diploma of
Project Management

78 weeks / 1.5 years



BSB60720 Advanced Diploma of
Program Management

78 weeks / 1.5 years

FAST TRACK / CREDIT TRANSFER - Recognition of Prior Learning (RPL)

Magill College Sydney offers the option of course credit known as Recognition of Prior Learning (RPL) and Credit Transfer (CT) also known as Recognition of Current Competencies (RCC). Students who believe they have already achieved some of the competencies in the course may apply for RPL. An essential requirement of RPL is to provide proof that you currently have the required competencies.

After RPL is granted, your course schedule must be reviewed and any reduction in the scheduled course length and the reasons for the reduction will be placed in your student file. Any course duration reduction as a result of RPL or CT granted to students must be indicated on the Confirmation of Enrolment (CoE), if granted prior to the issue of a visa, or on PRISMS if granted.

*For further information please contact the Administration (+61 2) 8061 6980
or email: admin@magill.edu.au

- 01** Please read the Magill College Sydney Pre-Enrolment information Pack located on the Magill College website.



- 02** Send the following documents to enrolments@magill.edu.au

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



- 04** Receive Confirmation of Enrollment (COE) and commence studying at Magill College on your orientation day.

ADDITIONAL INFORMATION

To confirm your acceptance of the offer, please read and accept the information below. Visit our website, www.magill.edu.au - for pre-enrolment details, or contact Magill College Sydney for a hard copy if needed.

International students whose first language is not English must meet the minimum English proficiency requirements: **an IELTS score of 6.0 or TOEFL iBT score of 46**, as recognised by the Department of Home Affairs (DHA), along with proof of satisfactory completion of the School Certificate or equivalent.

For mature-age students (21+), relevant work experience is generally expected and may provide an alternative entry pathway based on prior skills and training. If these documents are not submitted with the application, the offer remains conditional until all required documents are provided. These must be submitted before acceptance and issuance of the Confirmation of Enrolment (COE). The Academic Calendar on our website lists approved -

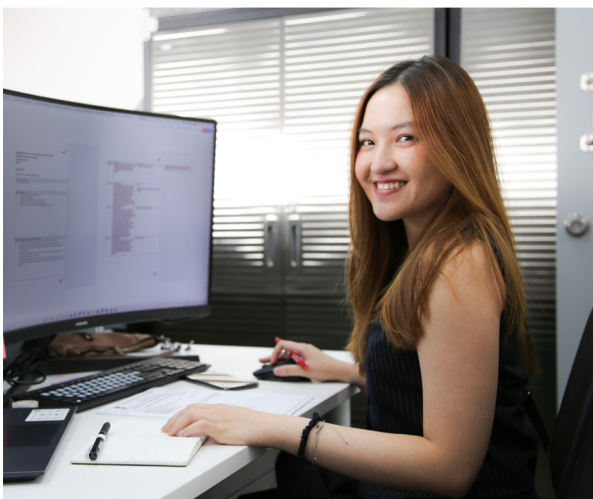
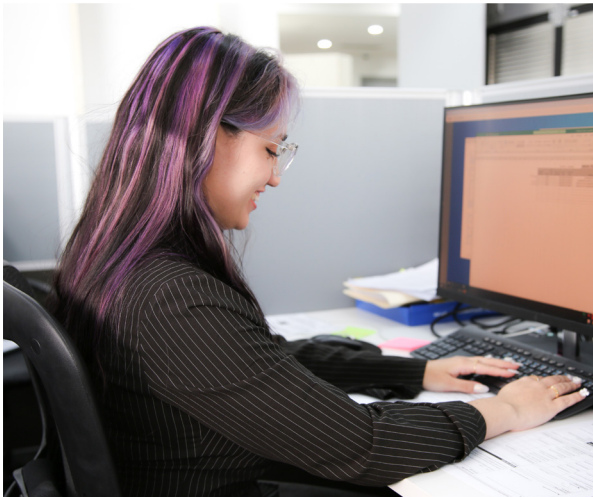
holiday periods. Students who haven't completed six months of their principal course may require a release under the Education Services for Overseas Students (ESOS) Act 2000. COE cancellation does not imply automatic release from the current CRCOS-registered provider. After six months, students can transfer to another provider without needing a release.

Magill College Sydney **only accepts students 18 years or older**. Students must maintain Overseas Student Health Cover (OSHC) for the duration of their visa. Refer to the pre-enrollment information on our website for our preferred OSHC provider. For more details, visit the Department of Home Affairs (DHA) website at <https://immi.homeaffairs.gov.au/visas/getting-a-visa/visa-finder/study>

**For assistance, please consult your education agent or contact Magill College Sydney directly.*

INTERNSHIP PROGRAM

- 8 -

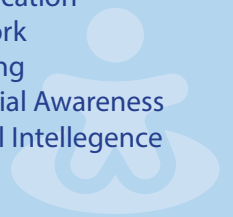


Magill College's internship program offers hands-on training, allowing successful applicants to immerse themselves in Australia's workforce. These programs provide valuable practical experience across various roles, enabling interns to explore different facets of the industry they wish to pursue in the future. The goal is to create a supportive environment where interns can apply classroom knowledge to real-world scenarios, gaining insights and skills that will benefit their future careers.

By joining the Magill family through a successful application, interns will have the opportunity to work alongside experienced professionals who provide mentorship and guidance. This exposure not only enhances technical skills but also fosters professional development by learning from industry experts.

TRANSFERABLE & SOFT SKILLS

- Research & Analytical
- Problem Solving
- Interpersonal
- Time Management
- Organisation
- Leadership
- Communication & Teamwork
- Networking
- Commercial Awareness
- Emotional Intelligence



ADMINISTRATION SKILLS

- Filing
- Telephone Etiquette
- Printer & Scanner Operation
- Reporting
- Customer Service
- Complaint Handling



MARKETING & COMMUNICATION SKILLS

- Content Writing
- Photography
- Image Editing
- Management
- Graphic Design
- Digital Marketing
- Customer Relationship





“Magill College has truly supported me in fulfilling my roles since the beginning.”

Naing Win AUNG
IT Department

MAGILL INTERNS: Naing Win AUNG

My journey at Magill College Sydney started as an intern back in July 2022 after I had finished my Bachelor's degree in Business Information Systems. After my internship was completed, my skills were quickly realised, and I got promoted to work in the Academic department as an administrative assistant manager. Working in this role, I get to interact with different departments such as Student Services, Administration, Finance, and Trainers, which helped me develop my interpersonal and communication skills, and apply my learned technical skills.

Shortly after I worked in the Academic department, I had a great opportunity to talk with the General Manager, Grace, and the Financial Accountant, Patty, who encouraged me to pursue a Master's in Information Technology with the aim of progressing into the IT field. By November 2023, I transitioned into the IT department – giving me valuable experience & knowledge about the current systems and

cloud infrastructure, furthering my professional career.

The college had an expansion to our newly opened George St campus soon after this, and I was provided with an opportunity to oversee the expansion project in the IT department focused on networking and infrastructure setup, ensuring a smooth deployment of technology at the new campus while maintaining the consistent business functions between two campuses.

Although there were a few challenges related to IT, especially in the beginning stages of my professional career, the community at Magill College has truly supported me in fulfilling my roles since the beginning. As such, I have had a wonderful experience working with all the other teams. However, there is still a lot for me to learn and I hope to continue to further improve my skill set in the IT field.

“I’ve learned many new skills that can be incorporated into any office environment.”

Violet LE-JONES
Academic Department

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MAGILL INTERNS: Violet LE-JONES

I met the General Manager Grace at the Mother’s Committee dinner of St George Girls High School, where my mum serves as a treasurer of the Committee and also where I graduated from. I was in the first year of my University after HSC and she talked to me about the Internship Program, and I was intrigued and interested about it and the new opportunities with it. I wanted to gain the experience and skills of working in a corporate setting so when Grace introduced the application process to me, I was very eager to apply and be a part of this program. Also, I was interested in the Academics field so I thought it would be helpful for my future career.

I work as an intern at the Academic Record Keeping department where I am responsible for organising the documents of the students, together with their assessments, attendance records and academic documents. Through the help of my mentor, Catty,

she thoroughly taught me all of the procedures that I know right now and equipped me with the knowledge that I can use to do my daily tasks.

As an intern at Magill, everyone is very friendly and easy to get along with, even people in more superior positions. There are a lot of perks in this internship like free coffee and tea, and occasional dinners & lunches with the whole company. I’ve also learned many new skills that can be incorporated into any office environment through tasks like data entry, and organising & creating academic documents.

Everyone at Magill has a positive attitude and are very kind and approachable. They were very welcoming to me when I first joined which helped ease me into everything I needed. So, do not hesitate! Apply and see what happens.

VET ACADEMIC CALENDAR

(Jan '24 - Dec '25)

2024

January 2024

Mo	Tu	We	Th	Fr	Sa	Su
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February 2024

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March 2024

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April 2024

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May 2024

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June 2024

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July 2024

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August 2024

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September 2024

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October 2024

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November 2024

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December 2024

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Public Holidays 2024

1 Jan New Year's Day

26 Jan Australia Day

29 Mar Good Friday

30 Mar Easter Saturday

31 Mar Easter Sunday

1 Apr Easter Monday

25 Apr ANZAC Day

10 Jun King's Birthday

7 Oct Labour Day

25 Dec Christmas Day

26 Dec Boxing Day

2025

January 2025

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February 2025

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March 2025

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April 2025

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May 2025

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June 2025

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July 2025

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August 2025

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September 2025

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October 2025

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November 2025

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December 2025

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29	30	31				

Public Holidays 2025

- 1 Jan

New Year's Day
- 20 Apr

Easter Sunday
- 6 Oct

Labour Day
- 27 Jan

Australia Day
- 21 Apr

Easter Monday
- 25 Dec

Christmas Day
- 18 Apr

Good Friday
- 25 Apr

ANZAC Day
- 26 Dec

Boxing Day
- 19 Apr

Easter Saturday
- 9 Jun

King's Birthday



ELICOS COURSE OVERVIEW

OVERVIEW

This course is designed to offer students a comprehensive foundation in English language skills. From our state-of-the-art facilities to being immersed in the enriched learning environment right in the heart of the stunning Sydney CBD, our Magill College Sydney ELICOS program will be a once in a lifetime opportunity.

SKILLS LEARNED

- 01** Mastering key linguistic elements such as grammar, vocabulary, pronunciation, and sentence structure.
- 02** Develop the confidence to articulate your thoughts effectively using English as the primary mode of communication.
- 03** Be equipped with the necessary tools and skills to navigate the complexities and meaning of language with ease and assurance.

WHY CHOOSE US?

Comprehensive Curriculum:

Our courses are designed to improve your reading, writing, speaking, and listening skills.

Flexible Schedules:

Our courses start year-round to fit your schedule and apply for holidays when it suits you!

Pathway to Success:

Whether you're aiming for VET courses, higher education, career advancement, or personal growth, our courses will prepare you for a brighter future.

*Please refer to our ELICOS Brochure for all information relating to our ELICOS program.

*Conditions apply (holiday will be granted only after first 20 weeks of study unless pre-approved prior to enrolment.)



ELICOS EXCURSIONS

At Magill College Sydney, we are dedicated to making your study experience not only memorable but transformative. Our ELICOS courses are designed to go beyond traditional classroom learning. Dive deeper into real-world English skills while discovering all that Sydney has to offer, and soak in the diverse culture of this vibrant city. Through our program, you'll develop your language skills in an engaging and supportive environment, surrounded by a community of students who share your ambition. Embrace the adventure of learning English with Magill College Sydney, where every moment is an opportunity to connect, grow, and create lasting memories.





ACADEMIC EXCELLENCE AWARD





EXCELLENCE IS THE DIRECT OUTCOME OF EXTRA EFFORT!

We recognise and celebrate the dedication of students whose hard work drives them towards success, helping them achieve their academic and career aspirations. We invite them to go out in a normal classroom set-up to be able to know them, their stories and their backgrounds. The Academic Excellence Award is presented annually to students who have excelled in their studies. Awardees are nominated by their trainers/teachers based on consistent performance throughout the entire course duration.





GRADUATION CEREMONIES





CELEBRATE YOUR ACHIEVEMENT WITH MAGILL COLLEGE!

This is the moment you have been working hard for, and we are thrilled to celebrate your success. With over a 90% graduation rate each year, Magill is dedicated to supporting you every step of the way. Each qualification will personally be awarded by the Principal, recognising your hard work and dedication.

To make this day even more special, we offer complimentary graduation photography services to all students! We congratulate all our graduates on reaching this milestone, and welcome them to the distinguished Magill alumni family!



COURSE DURATION

52 weeks (12 months) with 20 contact hours per week including a 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 6.0 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 & 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.

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 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.

Tuition Fee	Enrolment Fee	Material Fee
AUD \$8,000.00	AUD \$200.00	AUD \$200.00

Core Units	
BSBCMM411	Make presentations
BSBCRT412	Articulate, present, 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
BSBFIN401	Report on financial activity
BSBOPS404	Implement customer service strategies
BSBINS401	Analyse and present research information
BSBINS402	Coordinate workplace information systems



COURSE DURATION

78 weeks (18 months) with 20 contact hours per week including an 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 6.0 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 & 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 qualification.

QUALIFICATION PATHWAYS

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 & 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 & Communication

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

Tuition Fee	Enrolment Fee	Material Fee
AUD \$12,000.00	AUD \$200.00	AUD \$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	
BSBMKG545	Conduct marketing audits
BSBMKG543	Plan and interpret market research
BSBMKG546	Develop social media engagement plans
BSBCRT512	Originate and develop concepts
BSBFIN501	Manage budgets financial plans
BSBLDR522	Manage people performance
BSBLDR523	Lead and manage effective workplace relationships



BSB60520 (CRICOS Course Code: 106491F)

ADVANCED DIPLOMA OF MARKETING & COMMUNICATION

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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 6.0 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 & 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 vocational experience assisting in a range of environments, but without a formal qualification.

QUALIFICATION PATHWAYS

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

Tuition Fee	Enrolment Fee	Material Fee
AUD \$12,000.00	AUD \$200.00	AUD \$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



COURSE DURATION

52 weeks (12 months) with 20 contact hours per week including a twelve (18) week approved holiday period.

ENTRY REQUIREMENTS

There are no prerequisite 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 6.0 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 & 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.

QUALIFICATION PATHWAYS

Students 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

Tuition Fee	Enrolment Fee	Material Fee
AUD \$8,000.00	AUD \$200.00	AUD \$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
BSBPMG426	Apply project risk management techniques
BSBCRT411	Apply critical thinking to work practices
BSBPMG429	Apply project stakeholder engagement techniques
BSBTEC403	Apply digital solutions to work processes
BSBWHS411	Implement and monitor WHS policies, procedures and programs



COURSE DURATION

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

ENTRY REQUIREMENTS

There are no prerequisite 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 6.0 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 & 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.

QUALIFICATION PATHWAYS

Students who obtain the BSB50820 Diploma of Project Management qualification can further their study in the BSB60720 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.

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

Tuition Fee	Enrolment Fee	Material Fee
AUD \$12,000.00	AUD \$200.00	AUD \$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	
BSBINS501	Implement information and knowledge management systems
BSBPEF501	Manage personal and professional development
BSBPMG538	Manage project stakeholder engagement
BSBST502	Facilitate continuous improvement



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 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 6.0 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 & 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.

QUALIFICATION PATHWAYS

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.

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

Tuition Fee	Enrolment Fee	Material Fee
AUD \$12,000.00	AUD \$200.00	AUD \$200.00

Core Units	
BSBPMG630	Enable 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
BSBOPS504	Manage business risk



COLLEGE CAMPUS MAP



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