

Course Information

BSB50620 Diploma of Marketing and Communication

CRICOS Course Code: 106490G		
Course Duration:	78 weeks including a twenty-four (24) week approved holiday period.	
Course Location:	Level 4, 388-390 Sussex Street, Sydney NSW 2000 (face-to-face component). Level 4, 695-699 George Street, Haymarket NSW 2000 (face-to-face component).	
Course Mode of Study:	20 contact hours per week, consisting of 13.5 hours classroom based face-to-face learning and 6.5 hours online learning.	
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.		
Academic 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.		
English Entry Requirements: To satisfy the English language entry requirements, applicants must demonstrate proficiency equivalent to a minimum IELTS score of 6.0 or an equivalent test result. Acceptable evidence includes results from a recognised English language test, successful completion of an ELICOS program at the Upper-Intermediate level, or completion (or substantial completion) of an AQF Level 4 or higher qualification. Applicants may also qualify under exemption categories recognised by the Department of Home Affairs. Where formal evidence is unavailable, an applicant may satisfy this requirement through the successful completion of Magill College Sydney English placement test.		
Resources Requirements: Student will require access to digital learning resources, access to video and audio recording, submit and complete assessment and participate in a range of communication and collaboration tools. As such, students can bring their own device (BYOD) to use their personal laptop, tablet or device to access a broad range of course related application. Students will have access to on-site computers, free Wi-Fi and facilities to support their learning and assessment activities. The minimum IT requirements include: computer hardware (access to a desktop or laptop computer with headphones or in-built microphone with speakers); operating systems (for PC users, Windows 7 and above and for Mac users: OSX 10.8 and above); internet (a reliable, high speed broadband internet connection, with sufficient upload and download); web browser (the recommended web browsers for accessing the Student Portal are Firefox and Edge); and computer software (office software to create documents, spreadsheets and presentation).		
Learning and Career Pathways Information: Preferred pathways for students into this qualification may include a number of entry points, including: <ul style="list-style-type: none"> • 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. <p>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.</p>		
Assessment Methods: Assessments are determined over a period of time and through various assessment activities. Competency is determined after evidence is gathered by a combination of classroom activities, written assessments, and practical application of skills and knowledge. A number of approaches to course assessment are used by College trainers/assessors. Assessment approaches may include: questioning; case studies; projects; assignments; presentations; role play; and/or written reports.		
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. <p>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.</p>		
Recognition of Prior Learning or Credit Transfer: Magill College Sydney offers students the opportunity to apply for course credit through Recognition of Prior Learning (RPL) and Credit Transfer (CT). For further information please contact the Administration Manager on (02) 8061 6980 or email admin@magill.edu.au		

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Units of Competency	
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 and financial plans
BSBLDR522	Manage people performance
BSBLDR523	Lead and manage effective workplace relationships
Vocational Outcome:	<p>This course is designed for:</p> <ul style="list-style-type: none"> • 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. <p>Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au</p>

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