



# Course Information

## BSB60520 Advanced Diploma of Marketing and Communication

CRICOS Course Code: 106491F		
<b>Course Duration:</b>	78 weeks including a twenty-four (24) week approved holiday period.	
<b>Course Location:</b>	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).	
<b>Course Mode of Study:</b>	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
<p>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.</p> <p><b>Academic Entry Requirements:</b> 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.</p> <p><b>English Entry Requirements:</b> 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.</p> <p><b>Resources Requirements:</b> 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).</p> <p><b>Learning and Career Pathways Information:</b> Preferred pathways for students into this qualification may include a number of entry points, including:</p> <ul style="list-style-type: none"> <li>• BSB52415 Diploma of Marketing and Communication or BSB50620 Diploma of Marketing and Communication; or</li> <li>• 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.</li> </ul> <p>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.</p> <p><b>Assessment Methods:</b> 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.</p> <p><b>Qualification Packaging Rules:</b> 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.</p> <p>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.</p> <p><b>Recognition of Prior Learning or Credit Transfer:</b> 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 <a href="mailto:admin@magill.edu.au">admin@magill.edu.au</a></p>		

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<b>Units of Competency</b>	
<b>Core Units</b>	
BSBMKG621	Develop organisational marketing strategy
BSBMKG622	Manage organisational marketing processes
BSBMKG623	Develop marketing plans
BSBTWK601	Develop and maintain strategic business networks
<b>Elective Units</b>	
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
<b>Vocational Outcome:</b>	<p>This course is designed for:</p> <ul style="list-style-type: none"> <li>Individuals who provide leadership and strategic direction in the marketing and communication activities of an organisation; or</li> <li>Individuals who in these roles analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies; or</li> <li>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.</li> </ul> <p>Further information regarding BSB – Business Services Training Package can be accessed at: <a href="http://www.training.gov.au">www.training.gov.au</a></p>

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