

| BSB50620 Diploma of Marketing and Communication | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| CRICOS Code: | 105215A | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | This is a nationally recognised qualification that reflects the role of individuals who use a sound theoretical knowledge base in marketing and communication and who demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. Typically, the individuals would have responsibility for the work of other staff and lead teams. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Duration & Delivery Structure | Full time - total of 52 weeks comprising of: <ul style="list-style-type: none">40 weeks of face-to-face training & assessment + self-study as per the following delivery structure:<ul style="list-style-type: none">20 hrs per week x 40 weeks = 800 hours12 weeks of holiday breaks * Work Placement: not applicable | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mode of Delivery | On campus (face-to-face), self-study and assessments in campus and/or outside campus. <i>(Note: During the Covid-19 situation, courses are delivered and assessments are conducted temporarily via online learning platforms)</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Admission requirements | Academic: Successful completion of Australian Year 12 or the equivalent level of study Age: Aged 18 or above at the time of course commencement ENGLISH Proficiency: <ol style="list-style-type: none">Minimum English level of IELTS 5.5 or equivalent; orIELTS band score of 5.0 <u>and</u> satisfactory completion of an Upper Intermediate ELICOS or EAL/EAP program of 10 weeks or up to 20 weeks; orSuccessful completion of a 5-year education/study in a English speaking country such as Australia, USA, Canada, New Zealand, Republic of Ireland, South Africa or United Kingdom; orIf you originate from a country that is *exempt from meeting the English Language requirements set by the DHA, successful completion of Tr4in Right’s Language, Literacy and Numeracy Test; orWithin 2 years of application date, successful completion in Australia of:<ul style="list-style-type: none">a foundation course; ora Senior Secondary Certificate of Education; ora substantial part (at least 70%) of a Certificate IV or higher level qualification, from the Australian Qualifications Framework (refer to www.aqf.edu.au/)The learning materials and assessment within this qualification are in a written or workbook format. Therefore, to successfully complete this course, you must have the ability to read and comprehend learning. To ensure that you have the necessary English Proficiency levels required to meet the course requirements, you are also required to undertake a Language, Literacy and Numeracy (LLN) Test. If the result is lower than the minimum requirement, it is recommended that you enrol in IELTS or ELICOS courses. *For more information on exemption from meeting the English Language requirements (student visa assessment levels), refer to the Dept. of Home Affairs (www.homeaffairs.gov.au) Please note: <ul style="list-style-type: none">IELTS or other equivalent English Proficiency test results older than 2 years are not accepted unless you have completed 2 years of study in Australia.Assessment of overseas qualification against the AQF requirements may be referred to the equivalency table for each country. Computer Proficiency <ul style="list-style-type: none">Moderate level of computer literacy and MS Office applications (Word, Excel and Power Point) Work Rights in Australia <ul style="list-style-type: none">You must have study rights in Australia when you commence studies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pre-requisites | The BSB Business Services Training Package requires that students who enrol into this qualification have successfully completed the following units (or equivalent competencies) as follows: Unit Code Unit Name 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Licensing / Regulatory Information | No licensing, legislative or certification requirements apply to this qualification at the time of publication. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assessment Methods | Assessments of skills and knowledge are fundamental steps in progressing through your course. Assessments may be both formative and summative and may include a combination of projects, assignments, written assessments, role plays, case studies and other activities. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Campus location | This course is offered at Level 1, 158-160 Swanston Street, Melbourne VIC 3000 Australia. This course is only delivered and assessed in Victoria and not offered for interstate students. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pathways information | Further study pathways: On successful completion of this qualification, students may undertake a range of Advanced Diploma level qualifications within the BSB Business Services Training Package or other Training Packages. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Employment Opportunities | Examples of indicative job prospects for students on successful completion of the qualification are: <table><tbody><tr><td><ul style="list-style-type: none">Marketing and Communications ManagerAccount Manager (Advertising)Marketing SpecialistMarketing Coordinator</td><td><ul style="list-style-type: none">Promotions ManagerMarketing Manager or Team LeaderPublic Relations ManagerMarket Research Analyst</td></tr></tbody></table> | <ul style="list-style-type: none">Marketing and Communications ManagerAccount Manager (Advertising)Marketing SpecialistMarketing Coordinator | <ul style="list-style-type: none">Promotions ManagerMarketing Manager or Team LeaderPublic Relations ManagerMarket Research Analyst | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Exit from the qualification | Students may exit from the program at any point and be awarded a Statement of Attainment for any completed unit of competency | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Resources required | It is recommended that you have access to a reliable internet connection and a computer with up-to-date software, including Microsoft Office, Adobe Acrobat Reader and Adobe Flash Player. Computer equipment with internet connection and software are available for use at Tr4in Right’s campus. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Recognition of Learning / Credit Transfer | With our Recognition of Prior Learning (RPL) and/or Credit Transfer (CT), we can help fill the gaps in your knowledge to upgrade your qualification(s) faster. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unit of Competency | <p>To attain the BSB50620 Diploma of Marketing and Communication, the following 12 units of competency must be completed:</p> <table><thead><tr><th>Unit Code</th><th>Unit Name</th></tr></thead><tbody><tr><td colspan="2">Core Units</td></tr><tr><td>BSBMKG541</td><td>Identify and evaluate marketing opportunities</td></tr><tr><td>BSBMKG542</td><td>Establish and monitor the marketing mix</td></tr><tr><td>BSBMKG552</td><td>Design and develop marketing communication plans</td></tr><tr><td>BSBMKG555</td><td>Write persuasive copy</td></tr><tr><td>BSBPMG430</td><td>Undertake project work</td></tr><tr><td colspan="2">Elective Units</td></tr><tr><td>SIRXMKT006</td><td>Develop a social media strategy</td></tr><tr><td>BSBPEF501</td><td>Manage personal and professional development</td></tr><tr><td>BSBMKG546</td><td>Develop social media engagement plans</td></tr><tr><td>BSBMKG543</td><td>Plan and interpret market research</td></tr><tr><td>BSBCMM511</td><td>Communicate with influence</td></tr><tr><td>BSBFIN501</td><td>Manage budgets and financial plans</td></tr><tr><td>BSBOPS504</td><td>Manage business risk</td></tr></tbody></table> <p>The selection of elective units represents a reduced suite of elective unit options that have been selected and is being offered by Tr4in Right.</p> | Unit Code | Unit Name | 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 | | SIRXMKT006 | Develop a social media strategy | BSBPEF501 | Manage personal and professional development | BSBMKG546 | Develop social media engagement plans | BSBMKG543 | Plan and interpret market research | BSBCMM511 | Communicate with influence | BSBFIN501 | Manage budgets and financial plans | BSBOPS504 | Manage business risk |
| Unit Code | Unit Name | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SIRXMKT006 | Develop a social media strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BSBPEF501 | Manage personal and professional development | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BSBMKG546 | Develop social media engagement plans | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BSBMKG543 | Plan and interpret market research | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| BSBFIN501 | Manage budgets and financial plans | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BSBOPS504 | Manage business risk | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Fees | Refer to Course Fees | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Disclaimer | All information is accurate at the time of publication, however, Tr4in Right’s policies, tuition fees and course content is subject to change without notice. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |