

MAGILL

COLLEGE SYDNEY



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Magill College Pty Ltd trading as Magill College Sydney

ABN: 67 090 050 990 CRICOS Provider Code: 01994M RTO No: 91367

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MAGILL
COLLEGE SYDNEY

v1.0

MAGILL College Sydney

"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 fulfilment of their study and career goals.

Our highly qualified and experienced trainers and assessors and our state-of-the-art computer and classroom facilities ensure that at Magill College Sydney, you are learning according to current industry standards and in a technologically advanced learning environment.

Magill College Sydney is surrounded by some of Sydney's best known restaurants, cafes, takeaway shops, refreshment and entertainment venues. Students are immersed in the friendly, multicultural and cosmopolitan environment of Sydney.

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. We are here to assist you in benefiting from your time studying at Magill College Sydney and enjoying the many other benefits that Sydney has to offer."

MAGILL Staff



Jan Vasek

Grad Dip. Mgt, MBA, A.I.M.M.
Principal Executive Officer



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Timetables And Tuition Fees

All Magill students have the flexibility to change between morning and evening class during their course of study at Magill College Sydney (except Advanced Diploma of Business students). Students will only be allowed to change between morning and evening classes at the beginning of each block/term (5/10 weeks) unless special consideration is given. To change, please see the Administration Manager.

Class Timetable

Morning Class

Morning Class I

Time	Monday	Tuesday	Wednesday
08:30 AM - 12:00 PM	Class	Class	Class
12:00 PM - 12:30 PM*	Lunch	Lunch	Lunch
12:30 PM - 03:45 PM	Class	Class	Class

Morning Class II

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

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

*Trainers may give a 10 minute break if it is required.

Evening Class

Evening Class

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

* Trainers may give a 30 minute dinner break if it is required.

Tuition Fees

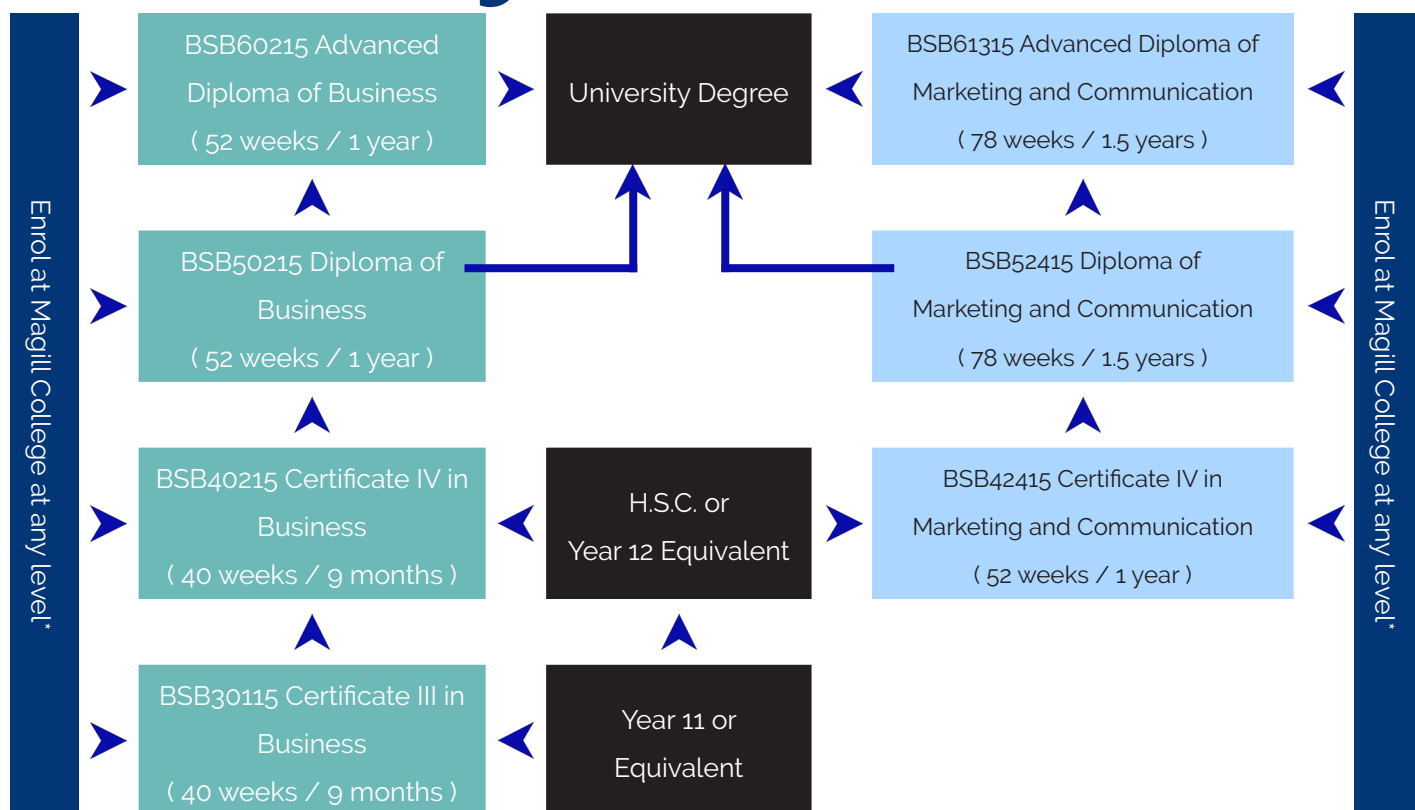
Enrolment fee: \$200 (non-refundable)

CRICOS CODE	Course Title	Duration	Tuition Fee	*Material Fee
086816D	BSB30115 Certificate III in Business	40 weeks	\$1,600 × 3 term	\$100/Course
086897J	BSB40215 Certificate IV in Business	40 weeks	\$1,600 × 3 term	\$100/Course
091160G	BSB50215 Diploma of Business	52 weeks	\$1,600 × 4 term	\$100/Course
091161G	BSB60215 Advanced Diploma Business	52 weeks	\$1,600 × 4 term	\$100/Course
095088A	BSB42415 Certificate IV in Marketing and Communication	52 weeks	\$1,600 × 4 term	\$100/Course
095089M	BSB52415 Diploma of Marketing and Communication	78 weeks	\$1,600 × 6 term	\$150/Course
095090G	BSB61315 Advanced Diploma of Marketing and Communication	78 weeks	\$1,600 × 6 term	\$150/Course

Please note Magill College Sydney reserves the right to change Fees and Timetable without prior notice.
Please contact the College before enrolling to confirm the current cost, fee structure and timetable for each course.

*Material Fee includes study materials for the course.

Magill Pathway



*Pre-requisites apply for all Magill College courses.

*Please contact admin if you wish to gain a direct entry to Diploma or Advanced Diploma level..

English Level Testing

We accept all recognised English Certificates issues by CRICOS registered ELICOS.

If you do not have an IELTS score or English Certificate, do not worry. Just follow these easy steps!

1. Complete the Enrolment Form and send it to Magill College
2. We will make a booking for your FREE entry test at MIT Institute
3. Complete the entry test (Mondays: 1.45pm, Tuesdays - Thursdays: 2.30pm)



MIT
INSTITUTE



Application Procedure

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

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

- Enrolment Form (Please refer to our website)
- Passport
- Visa copy
- Previous academic transcripts
- English results (IELTS 5.5 or TOEFL iBT of 46 or Equivalent)

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:

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 Immigration and Border Protection (DIBP) and a satisfactory completion of HSC Year 12 or equivalent.] For mature age entry (21 years of age or above) relevant vocational 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 other completed training.

If you have not provided these documents with this application, the offer letter will remain conditional until such documents are provided. These documents must be provided before you can be accepted into the above course(s) and an electronic Confirmation of Enrolment (CoE) is issued.

Students who have not completed six months of their principal course on their current student visa may require a release letter, as required by the Education Services for Overseas Students (ESOS) Act 2000. Please ensure you provide such documents, if required, at time of payment and CoE request. Please consult your education agent or the College 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.

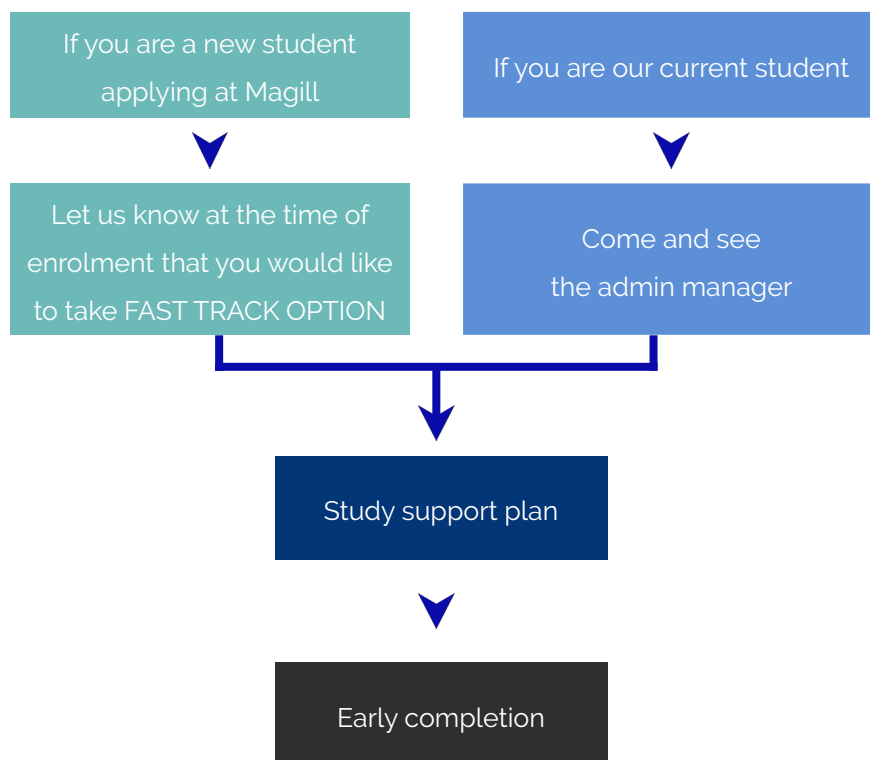
Please visit the DIBP website link <http://www.border.gov.au/Trav/Stud> for information regarding student visa requirements and your obligations as a student visa holder during your studies in Australia.

Fast Track

To meet your every academic needs, we specialise in Fast Track and it can be done on courses as below.

- BSB40215 Certificate IV in Business
- BSB50215 Diploma of Business

To apply for Fast Track option, please let us know.



Magill's Preferred ELICOS Partner



MIT
INSTITUTE

***LEADING THE
NEXT GENERATION***



- General English
- Cambridge FCE
- Foundation in IELTS
- EAP & IELTS

Level 7&9 280-282 Pitt St, Sydney, NSW 2000, Australia

Tel: (61) 2 9267 5777

Email: info@mitinstitute.nsw.edu.au

Web: www.mitinstitute.nsw.edu.au

Facebook: www.facebook.com/MIT-Institute-345139228830394

CRICOS Provider Code: 02778M

MIT Institute is accredited by
the National ELT Accreditation Scheme



Corporate Training

Magill College provides Corporate Training for employers to train their company to provide Professional Development Training and/or to satisfy Training Benchmark B requirements.

Serving each and every one of our clients' needs are our absolute priority, ensuring that we exceed the expectations of every client whom we serve.

- **Quality Customer Service**
- **Workplace Safety**
- **Continuous Improvement**
- **People Performance**
- **Diversity in the Workplace**
- **Operational Plan**
- **Marketing Plan**
- **Communication in the Workplace**
- **Manage Risk**

and many more ...

Flexible Delivery - Any Time, Any Place

Don't waste your time sending out your employees. Name the time and place, we will come to you.

Customised Courses to Suit Your Business

All courses will be adjusted to maximise the outcome. Guaranteed to meet every budget!



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Graduation Picture Ceremonies

Upon graduation, students can partake in a free photo shoot. The photos are a great way to show family and friends the success of studying in Sydney. Magill College holds graduation ceremonies at special events, as seen on the next page.

Events Parties

Various events occur throughout the year at Magill College such as Harmony Day and Christmas parties. We provide food, drinks and competitions to win prizes! There will be opportunities to have photos taken with your friends. To find out about upcoming events, visit our website or Facebook page.



COURSE INFORMATION

1. BSB30115 Certificate III in Business

(CRICOS Course Code: 086816D)

Course Duration:

40 weeks (9 months) with 20 contact hours per week including a ten (10) week approved holiday period.

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$4,800.00	AU \$200.00	AU \$100.00

Please note Magill College Sydney reserves the right to change fees without prior notice. Please contact the College prior to enrolling to confirm the current cost and fee structure.

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 Immigration and Border Protection (DIBP) and a satisfactory completion of School Certificate or equivalent.]

Learning and Career Pathways Information:

Preferred pathways for students into this qualification may include a number of entry points, including:

- BSB20115 Certificate II in Business or other relevant qualification(s); or
- For mature age entry (21 years of age or above) vocational experience assisting in a range of support roles without a formal qualification.

Pathways from the Qualification:

Students who gain the BSB30115 Certificate III in Business can further their study in the BSB40215 Certificate IV in Business, or a range of other Certificate IV qualifications.

Qualification Packaging Rules:

To attain the BSB30115 Certificate III in Business qualification twelve (12) units (One (1) Core unit and Eleven (11) 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 BSB30115 Certificate III in Business.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB30115 Certificate III in Business. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Core Unit	
BSBWHS302	Apply knowledge of WHS legislation in the workplace
Elective Units	
BSBFIA301	Maintain financial records
BSBDIV301	Work effectively with diversity
BSBITU309	Produce desktop published documents
BSBITU304	Produce spreadsheets
BBSBITU302	Create electronic presentations
BSBITU303	Design and produce text documents
BSBITU301	Create and use database
BSBFLM303	Contribute to effective workplace relationship
BSBCMM301	Process customer complaints
BSBWOR301	Organise personal work priorities and development
BSBCUS301	Deliver and monitor a service to customers

Vocational Outcome

This course is designed for:

- Individuals who want to develop knowledge and skills to gain employment at entry level in a range of business areas; and
- Individuals wanting to develop skills across a range of areas including using current business technology and software, writing and business communication, working in a team environment, maintaining workplace safety, organising workplace information, and maintaining financial records.

Further information regarding BSB07 – Business Services Training Package can be accessed at: www.training.gov.au

2. BSB40215 Certificate IV in Business

(CRICOS Course Code: 086897J)

Course Duration:

40 weeks (9 months) with 20 contact hours per week including a ten (10) week approved holiday period.

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$4,800.00	AU \$200.00	AU \$100.00

Please note Magill College Sydney reserves the right to change fees without prior notice. Please contact the College prior to enrolling to confirm the current cost and fee structure.

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 Immigration and Border Protection (DIBP) and a satisfactory completion of School Certificate or equivalent.]

Learning and Career Pathways Information:

Preferred pathways for students into this qualification may include a number of entry points, including:

- BSB30115 Certificate III in Business or other relevant qualification(s); or
- For mature age entry (21 years of age or above) vocational experience assisting in a range of support roles without a formal qualification.

Pathways from the Qualification:

Students who gain the BSB40215 Certificate IV in Business can further their study in a range of Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.

Qualification Packaging Rules:

To attain the BSB40215 Certificate IV in Business qualification ten (10) units (One (1) Core unit and Nine (9) 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 BSB40215 Certificate IV in Business.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB40215 Certificate IV in Business. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Core Unit	
BSBWHS401	Implement and monitor WHS policies, procedures and programs to meet legislative requirements
Elective Units	
BSBCUS401	Coordinate implementation of customer service strategies
BSBMKG414	Undertake marketing activities
BSBFIA402	Report on financial activity
BSBFIA401	Prepare financial reports
BSBMKG413	Promote products and services
BSBITU404	Produce complex desktop published documents
BSBITU401	Design and develop complex text documents
BSBITU402	Develop and use complex spreadsheets
BSBCMM401	Make a presentation

Vocational Outcome

This course is designed for:

- Individuals who want to develop the knowledge and skills to effectively operate in a wide range of business contexts across number of industry sectors; and
- Individuals wanting to develop skills across a range of areas including areas of customer service, financial administration, general administration, business communication and marketing among others.

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

3. BSB50215 Diploma of Business

(CRICOS Course Code: 091160G)

Course Duration:

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

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$6,400.00	AU \$200.00	AU \$100.00

Please note Magill College Sydney reserves the right to change fees without prior notice. Please contact the College prior to enrolling to confirm the current cost and fee structure.

Entry Requirements:

There are no pre-requisites 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 Immigration and Border Protection (DIBP) 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:

- BSB40215 Certificate IV in Business or other relevant qualification(s); 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 gain the BSB50215 Diploma of Business qualification can further their study in the BSB60215 Advanced Diploma of Business or other Advanced Diploma qualifications or can gain employment within a supervisory or management role.

Qualification Packaging Rules:

To attain the BSB50215 Diploma of Business qualification Eight (8) Elective units must be completed successfully. These Elective units of competency have been selected in accordance with packaging rules, as specified in Release No. 1 of BSB50215 Diploma of Business. Upon completion of the qualification under the course structure listed below, students will be issued with an AQF Qualification BSB50215 Diploma of Business. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Elective Units (Group B, Group C & Group E)	
BSBADM504	Plan and implement administrative systems
BSBADM506	Manage business document design and development
BSBHRM506	Manage recruitment, selection and induction processes
BBSBWOR501	Manage personal work priorities and professional development
BSBPMG522	Undertake project work
BSBRSK501	Manage risk
Elective Units (Other Group)	
BSBMGT502	Manage people performance
BSBMGT517	Manage operational plan

Vocational Outcome

This business qualification reflects the role and is designed for:

- Individuals with various job titles including executive officers, program consultants and program coordinators; or
- Individuals who may possess meaningful experience in a range of settings, but seek to further develop their skills across a wide range of business functions; or
- Conversely, it may also apply to those individuals with little or no vocational experience, but who possess sound theoretical business skills and knowledge that they would like to develop to create further educational and employment opportunities.

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

4. BSB60215 Advanced Diploma of Business

(CRICOS Course Code: 091161G)

Course Duration:

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

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$6,400.00	AU \$200.00	AU \$100.00

Please note Magill College Sydney reserves the right to change fees without prior notice. Please contact the College prior to enrolling to confirm the current cost and fee structure.

Entry Requirements:

There are no pre-requisites 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 Immigration and Border Protection (DIBP) 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:

- BSB50215 Diploma of Business or other relevant qualification(s); or
- For mature age entry (21 years of age or above) with substantial vocational experience in business, but without a formal qualification.

Pathways from the Qualification:

Students who gain the BSB60215 Advanced Diploma of Business qualification may choose to undertake studies at a higher level of education or can gain employment in job roles such as Business Development Manager or Administration Manager. This breadth of expertise would equate to the competencies required to undertake this qualification.

Qualification Packaging Rules:

To attain the BSB60215 Advanced Diploma of Business qualification Eight (8) Elective units must be completed successfully. These Elective units of competency have been selected in accordance with packaging rules, as specified in Release No. 1 of BSB60215 Advanced Diploma of Business.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB60215 Advanced Diploma of Business. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.

Elective Units (Group B, Group D & Group C)	
BSBINN601	Lead and manage organisational change
BSBSUS501	Develop workplace policy and procedures for sustainability
BSBFIM601	Manage finances
BSBMKG608	Develop organisational marketing objectives
BSBMKG603	Manage the marketing process
BSBMKG609	Develop a marketing plan
Elective Units (Other Group)	
BSBMGT617	Develop and implement a business plan
BSBMGT608	Manage innovation and continuous improvement

Vocational Outcome

This business qualification reflects the role and is designed for:

- Individuals with considerable experience in a senior administrative role who are seeking to develop expertise across a wider range of business functions; or
- Individuals who possess meaningful theoretical business skills and knowledge and wish to consolidate and build pathways to further educational or employment opportunities; or
- Individuals wishing to further develop their business and marketing competencies.

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

5. BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION

(CRICOS Course Code: 095088A)

Course Duration:

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

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$6,400.00	AU \$200.00	AU \$100.00

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.

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 Immigration and Border Protection (DIBP) 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 BSB42415 Certificate IV in Marketing and Communication qualification can further their study in the BSB52415 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 BSB42415 Certificate IV in 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 BSB42415 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 BSB42415 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.

Core Units	
BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BSBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry
Elective Units	
BSBINM401	Implement workplace information system
BSBLDR402	Lead effective workplace relationships
BSBMKG401	Profile the market
BSBMKG408	Conduct market research
BSBMKG419	Analyse consumer behaviour
BSBRES401	Analyse and present research information
BSBWRT401	Write complex documents

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

6. BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

(CRICOS Course Code: 095089M)

Course Duration:

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

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$9,600.00	AU \$200.00	AU \$150.00

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.

Entry Requirements:

Entry to this qualification is limited to those individuals who have completed all core units in the BSB42415 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 Immigration and Border Protection (DIBP) 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
- 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 BSB42415 Certificate IV in Marketing and Communication.

Pathways from the Qualification:

Students who gain the BSB52415 Diploma of Marketing and Communication qualification can further their study in the BSB61315 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 BSB52415 Diploma of Marketing and Communication qualification twelve (12) units (Three (3) Core units and Nine (9) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB52415 Diploma of Marketing and Communication.

Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB52415 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.

Core Units	
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
Elective Units (Other Group)	
BSBADV507	Develop a media plan
BSBADV509	Create mass print media advertisements
BSBCRT501	Originate and develop concepts
BSBFIM501	Manage budgets and financial plans
BSBLDR502	Lead and manage effective workplace relationships
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research
BSBMKG515	Conduct a marketing audit

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

7. BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

(CRICOS Course Code: 095090G)

Course Duration:

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

Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
AU \$9,600.00	AU \$200.00	AU \$150.00

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.

Entry Requirements:

Entry to this qualification is limited to those individuals who have completed all core units in the BSB52415 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 Immigration and Border Protection (DIBP) 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
- 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 BSB52415 Diploma of Marketing and Communication.

Pathways from the Qualification:

Students who gain the BSB61315 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 BSB61315 Advanced Diploma of Marketing and Communication qualification twelve (12) units (Three (3) Core units and Nine (9) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB61315 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 BSB61315 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.

Core Units	
BSBADV602	Develop an advertising campaign
BSBMGT616	Develop and implement strategic plans
BSBMKG609	Develop a marketing plan
Elective Units (Other Group)	
BSBCOM603	Plan and establish compliance management systems
BSBINM601	Manage knowledge and information
BSBMGT605	Provide leadership across the organisation
BSBMGT608	Manage innovation and continuous improvement
BSBMGT617	Develop and implement a business plan
BSBMKG603	Manage the marketing process
BSBMKG605	Evaluate international marketing opportunities
BSBMKG607	Manage market research
BSBWHS605	Develop, implement and maintain WHS management systems

Vocational Outcome

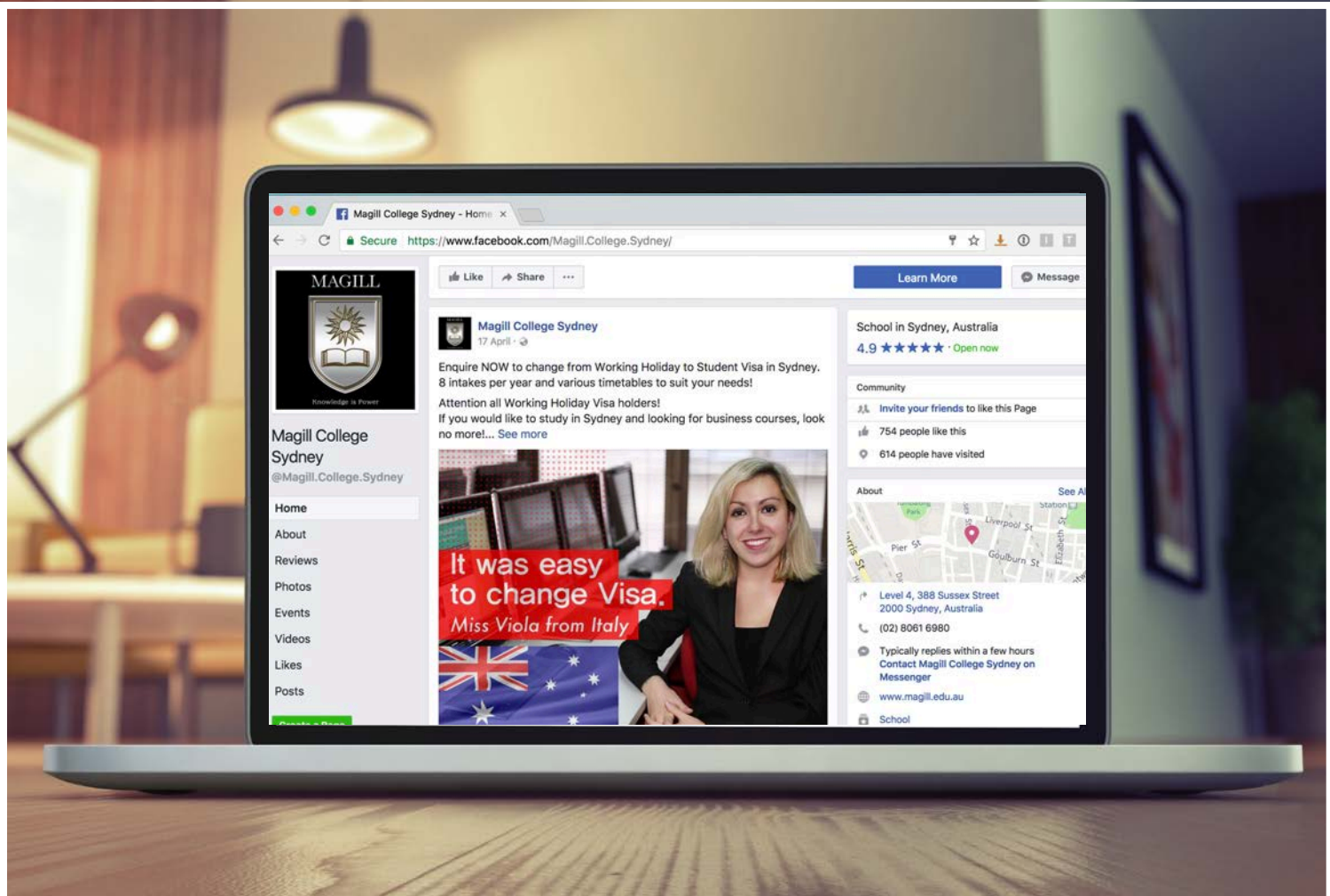
This course is designed for:

- 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



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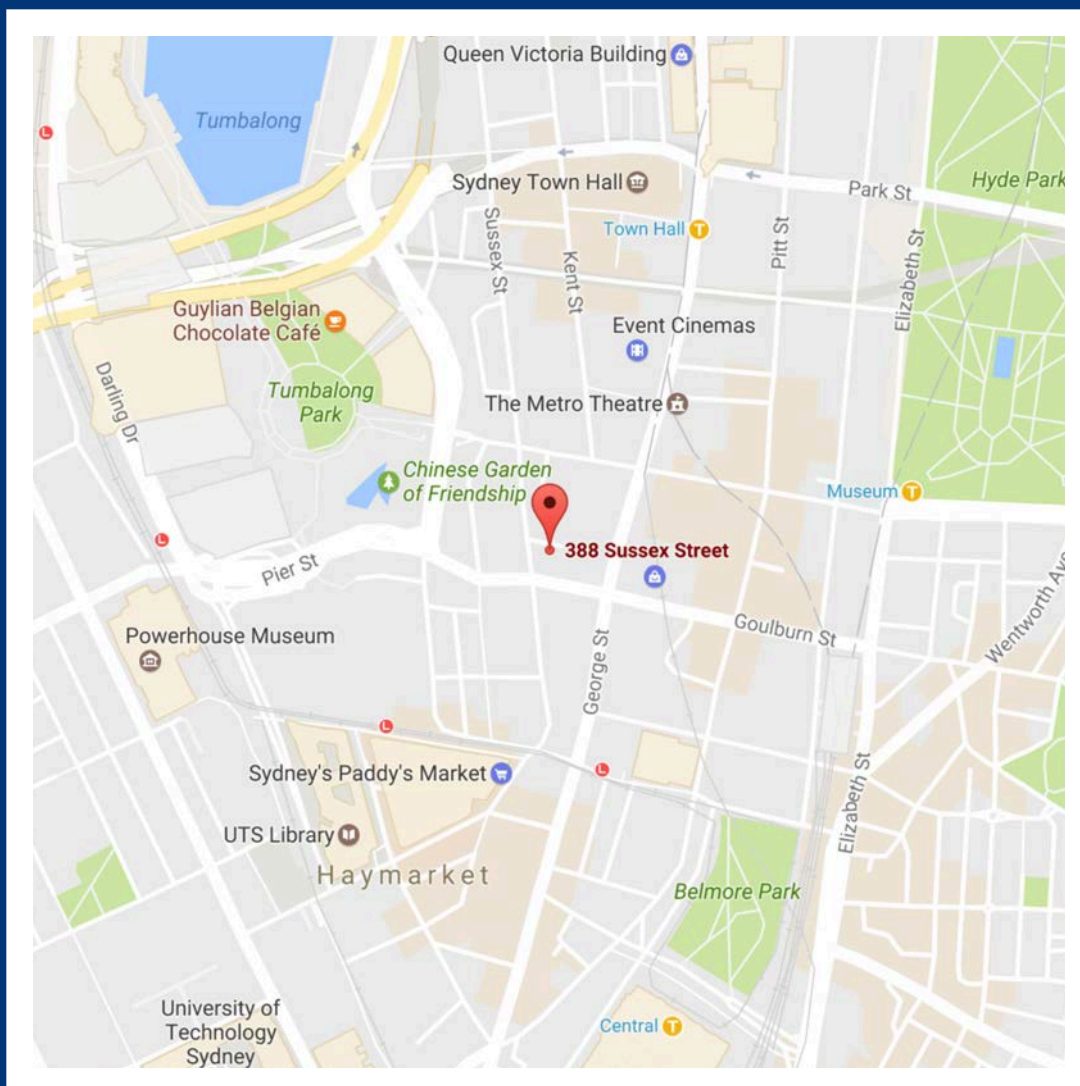


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