



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 Fax: (+61 2) 9267 1711 www.magill.edu.au

COURSE INFORMATION BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

| CRICOS Course Code: 095089M | | |
|--|--|---|
| Course Duration: | 78 weeks 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) |
| A\$ 12,000.00 | A\$ 200.00 | A\$ 200.00 |
| 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. | | |
| <p>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.</p> <p>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>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 Home Affairs (DHA) and a satisfactory completion of HSC Year 12 or equivalent.]</p> | | |
| <p>Learning and Career Pathways Information: Preferred pathways for students into this qualification may include a number of entry points, including:</p> <ul style="list-style-type: none"> • 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. <p>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.</p> | | |
| <p>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.</p> <p>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.</p> | | |
| Core Units | | |
| BSBMKG507 | Interpret market trends and developments | |
| BSBMKG523 | Design and develop an integrated marketing communication plan | |
| BSBPMG522 | Undertake project work | |
| Elective Units | | |
| 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 | <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> | |