



# Magill College Pty Ltd Trading as Magill College Sydney

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## COURSE INFORMATION BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

CRICOS Course Code: 106491F		
<b>Course Duration:</b>	78 weeks including an eighteen (18) week approved holiday period.	
<b>Course Location:</b>	Level 4, 388-390 Sussex Street, Sydney 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.	
<b>Course Fee</b>	<b>Enrolment Fee (non-refundable)</b>	<b>Material Fee (incl. study materials)</b>
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.		
<p><b>Entry requirements:</b> Entry to this qualification is limited to those individuals who have completed all <b>core units</b> 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>For international students whose first language is not English, the minimum required level of English language proficiency is an IELTS score of 6.0 [or equivalent, as recognised by Department of Home Affairs (DHA) and a satisfactory completion of HSC Year 12 or equivalent.]</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 <b>core units</b> in the BSB50620 Diploma of Marketing and Communication.</li> </ul>		
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><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>		
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.		
<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>	