BSB52415 Diploma of Marketing and Communication

The BSB52415 Diploma of Marketing and Communication is a full-time qualification which requires 20 hours per week of college attendance over a period of 28 weeks (excluding holidays.) Additional home-based study will be required.

ENTRY REQUIREMENTS

Entry to this qualification is limited to those individuals who have completed all core units in BSB42415 Certificate IV in Marketing and Communication. The following five units represent the core:

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

Australian Careers Business College (ACBC) requires students to have completed Year 11 of the NSW Higher School Certificate or its equivalent.

If a student does not have existing competence in the entry requirement units, they may undertake the five units at ACBC, prior to the commencement of the Diploma course. Achieving competence in all five units is required in order to commence the BSB52415 Diploma of Marketing and Communication. Students who wish to complete the five entry requirement units at ACBC, will be enrolled in the units separately and will be awarded a nationally recognised Statement of Attainment for successfully completing these units.

QUALIFICATION

Graduates completing all components of the course and demonstrating competence in all units will be awarded a nationally recognised BSB52415 Diploma of Marketing and Communication.

A nationally recognised Statement of Attainment will be issued where a student has withdrawn but has successfully completed part of the qualification or completes the course but does not demonstrate competency in all units.

CAREER OPPORTUNITIES

Students who complete the Diploma qualification have a pathway for further study into the Advanced BSB52415 Diploma of Marketing and Communication. Graduates may also apply to undertake commerce and business qualifications at university. Upon successful completion of this course and with suitable experience, students may work in areas such as:

- Marketing manager
- Marketing team leader
- Product manager
- Public relations manager
- Account manager
- Advertising account manager
- Advertising creative director

CREDIT TRANSFER (CT)

Australian Careers Business College recognises and grants credit transfer for nationally recognised units of competency issued by other RTOs. Full details of the application process can be acquired from the college's student services.

www.acbc.nsw.edu.au / info@acbc.nsw.edu.au
1300 COLLEGE

AUSTRALIANCAREERS Business College
'Empowerment Through Education and Training'

RECOGNITION OF PRIOR LEARNING (RPL)

Recognition of prior learning acknowledges skills, knowledge and competencies obtained through:

- Formal training/study
- Work experience
- Life experience

Students are eligible to apply for RPL and an administration fee of $450 per unit of competency applies depending on the evidence supplied by students seeking RPL. Full details of the application process can be acquired from the college's student services.

LANGUAGE LITERACY AND NUMERACY SKILLS (LLN)

Students enrolling in this qualification will undertake a LLN test to determine the student's ability to engage in the course.

MODE OF DELIVERY

The qualification is delivered face-to-face in a classroom based learning environment. This mode of delivery will combine theory-based material and tutorials. The theory sessions are designed to explain the skills, knowledge, performance requirements and tasks that comprise the BSB52415 Diploma of Marketing and Communication.

QUALIFICATION DELIVERY

The qualification is delivered as interactive classroom based learning that integrates both theory and practical tasks. The theory sessions are designed to explain the elements and criteria of each unit of competency.

ASSESSMENT

Assessment methods for this qualification are a combination of written assignments, case studies, knowledge questioning and projects.

QUALITY OF TRAINING

ACBC is responsible for the quality of the training and assessment being provided in this qualification and for the issuance of any AQF certificate.

UNIVERSITY OPTIONS

Students wishing to pursue University after completing studies at ACBC can undertake commerce and business qualifications in conjunction with various Universities and Educational Institutions. Depending on the student's results and the University selected, graduates are eligible for Advanced Standings/Exemptions.

LEARNING RESOURCES

All equipment and resources are provided for students enrolling into this qualification including textbooks, learner guides, student handouts and assessment instructions at no cost. A list of prescribed learning material will be given to students at orientation. Students have access to college computer labs and the Internet.

FACILITIES

The qualification is held in a designated classroom for lectures, tutorials and group work. For any work requiring computers, students will be able to use college laptops within each class. Each student will have access to a laptop.

WORK PLACEMENT PROGRAM

Students enrolled in this qualification are offered an optional one day a week work placement opportunity in terms 3 and 4, which is organised by our Work Placement Team.

(3) CORE UNITS	**BSBMKG507**	Interpret market trends and developments
	BSBMKG523	Design and develop an integrated marketing communication plan
	BSBPMG522	Undertake project work
(9) ELECTIVE UNITS	**BSBADV509**	Create mass print media advertisements
	BSBMKG502	Establish and adjust the marketing mix
	BSBMKG506	Plan market research
	BSBMKG508	Plan direct marketing activities
	BSBMKG509	Implement and monitor direct marketing activities
	BSBMKG510	Plan e-marketing communications
	BSBMKG514	Implement and monitor marketing activities
	BSBMKG521	Plan and implement sponsorship and event marketing
	BSBPUB504	Develop and implement crisis management plans

Australian Careers Business College PTY LTD
t/as Australian Careers Business College
ABN 81 075 367 896
RTO No: 90271

CAMPUS LOCATIONS All three campuses are located in the heart of the Business District of their respective locations and no more than a five minute walk from the train station.

The Australian Careers Business College is registered by Australian Skills Quality Authority (ASQA) to deliver selected Nationally Recognised Qualifications

28 MEMORIAL AVENUE LIVERPOOL NSW 2170
LEVEL 1, 85 GEORGE STREET PARRAMATTA NSW 2150
313-323 CROWN STREET WOLLONGONG NSW 2500

ACBC is a Registered Training Organisation (RTO) No. 90271.