



# BSB52415

## Diploma of Marketing and Communication

### International Students 2018

The Diploma of Marketing and Communication is a nationally accredited course that provides the skills and knowledge for an individual intending to pursue a career in Marketing. Occupational outcomes for this qualification can vary from account manager, account planner, advertising account manager, marketing manager, marketing team leader and product manager. Work at this level would be undertaken with a high degree of autonomy.

#### MODE OF STUDY

Training sessions are trainer led in group sizes of no more than 25 students using a classroom mode of study.

The training program is undertaken using a planned schedule. Sessions will include demonstration, cases studies, explanation and practice of skills. This is undertaken in a simulated workplace environment.

In addition to face-to-face learning, students will also complete self-paced study to assist them in building their professional knowledge and undertake work toward their assignments.

Students will typically attend formal training sessions four days per week. Each day has scheduled training over 7 hours resulting in 28 contact hours per week.

#### THE COURSE FACTS

- **Duration:** 28 weeks (Excluding Holiday)
- **Commitment:** 4 Days per week (9am – 4pm)
- **Commencing:** 30/04/2018
- **Qualification:** BSB52415 Diploma of Marketing and Communication
- **Delivery mode:** Face-to-face
- **Location:** Liverpool and Parramatta Australia
- **Cost:** AUD17,300.00

#### PATHWAY FROM THE COURSE

Students who complete the core units from this course meet the entry requirements for BSB52415 Diploma of Marketing and Communication

#### COURSE STRUCTURE

The course will be delivered over a period of 32 weeks, which includes 2 term breaks of 2 weeks each. The course will be delivered in three terms. The term dates are

- Term One** 30/04/2018 – 06/07/2018
- Term Two** 23/07/2018 – 28/09/2018
- Term Three** 15/10/2018 – 07/12/2018

The following identifies each term and the units of competence to be delivered:

##### Term One

- BSBMKG502** Establish and adjust the marketing mix
- BSBMKG507** Interpret market trends and developments
- BSBMKG523** Design and develop an integrated marketing communication plan (Continues in T2)
- BSBMKG514** Implement and monitor marketing activities (Continues in T2)

##### Term Two

- BSBMKG523** Design and develop an integrated marketing communication plan
- BSBMKG514** Implement and monitor marketing activities
- BSBADV509** Create mass print media advertisements
- BSBMKG508** Plan direct marketing activities
- BSBMKG510** Plan e-marketing communications
- BSBMKG509** Implement and monitor direct marketing activities
- BSBMKG506** Plan market research (Continues in T3)

##### Term Three

- BSBMKG506** Plan market research
- BSBMKG521** Plan and implement sponsorship and event marketing
- BSBMKG521** Plan and implement sponsorship and event marketing
- BSBPMG522** Undertake project work
- BSBPUB504** Develop and implement crisis management plans

[www.acbc.nsw.edu.au](http://www.acbc.nsw.edu.au) / [info@acbc.nsw.edu.au](mailto:info@acbc.nsw.edu.au)

➤ **1300 COLLEGE**



**AUSTRALIAN CAREERS**  
Business College  
*'Empowerment Through Education and Training'*

CRICOS Code 03629E

## COURSE FEES

- **Application Fee** (not refundable) AUD300
- **Tuition Fee** AUD15,900.00
- **Administration fee** AUD500.00
- **Learning Resources** AUD400.00
- **Training Consumables** AUD200.00

**Total** AUD 17,300.00

Minimum of First Term fees (AUD 5,666.00)

## PAYMENT SCHEDULE

**Paid on application for enrolment** – AUD 300.00

**Term One** – AUD 5,666.00

**Term Two** – AUD 5,666.00

**Term Three** – AUD 5,666.00

All term payments must be paid in full, in advance of the term commencing in order to maintain a valid enrolment.

## MINIMUM 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

ACBC requires students to have completed a School Certificate or equivalent secondary schooling outcome.

### Additionally applicants must:

- Be over the age of 18
- Demonstrate good command of written and spoken English
- Verified evidence of IELTS Level 5.5
- Have completed an equivalent secondary schooling level of a School Certificate or can demonstrate suitable work or life experience.
- Meet the following Student Visa 500 requirements Follow this link: <https://www.border.gov.au/Trav/Stud/More/Visa-conditions/visa-conditions-students>

## APPLICATION PROCESS

To enrol into a course as an overseas student at Australian Careers Business College, applicants must complete an International Student Enrolment Form available from our website.

The form should be completed in full and submitted by mail or fax with full payment to:

## Student Services

**Address:** 28 Memorial Avenue, Liverpool NSW 2170 Australia.

**Fax:** +612 9824 1730

### The application for enrolment must be accompanied by:

- evidence of IELTS proficiency (General Score of 5.5)
- evidence of a School Certificate or equivalent secondary schooling outcome
- Application Fee (not refundable) AUD 300.00

When we receive your application, our Student Services will review it for completeness. When the application for enrolment is complete you will be issued a Letter of Offer (valid 14 days), invoice for initial payment of fees and provided with a Student Agreement for your review.

Once you accept the offer you are required to return the student agreement with the initial payment of fees, IELTS and education proof.

Upon approval of your application, an electronic confirmation of enrolment (eCoe) will be generated and forwarded to Department of Immigration and Border Protection (DIBP) and yourself at the address provided on your application with an official receipt for the fees paid. It is the applicant's responsibility to apply for a student visa. If your application is not complete, our Director of Client Services will contact you.

When you receive your eCoe, it should be taken to the visa section of your nearest Australian Diplomatic Mission (i.e. Consulate, High Commission or Embassy) where you can make an application for a student visa. You will be unable to apply for a student visa without the eCoe. Visit the DIBP website for more information at <https://www.border.gov.au/Trav/Visa/Apply/Student>.

## Successful Student Visa

If your student visa application is approved, you should contact ACBC and provide evidence of approval. ACBC will contact you to confirm your timetable, start date and all other arrangements for your study with ACBC.

## Unsuccessful Student Visa

If your student visa application is NOT approved, you must contact Australian Careers Business College, and advise us and apply in writing for a refund of student fees in accordance with our Fee Refund Policy.

### For further information please contact:

**Nick Elisha** – Director of Studies

**Phone:** 612 9824 0000

**Email:** [nick@acbc.nsw.edu.au](mailto:nick@acbc.nsw.edu.au)

## CAMPUS LOCATIONS

Both 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**

ACBC is a Registered Training Organisation (RTO) No. 90271.  
CRICOS Code 03629E

