

ONLINE

BSB50620 Diploma of Marketing and Communication

Want to be an outstanding member of the marketing environment. ACBC Online can help you achieve your goals.

GRADUATE WITH ACBC ONLINE

1. **MAKE AN ENQUIRY, COMPLETE AN APPLICATION AND ENROLMENT AND SELECT A DURATION FOR STUDY (52 OR 78 WEEKS).**
2. **LOG IN AND ACCESS YOUR COURSE MATERIALS AND SUPPORT.**
3. **LOG IN WEEKLY AND COMPLETE YOUR STUDY TASKS AND ASSESSMENTS.**

Graduate with a full nationally-recognised qualification when you have demonstrated competency for all units or graduate with a nationally-recognised Statement of Attainment for selected units.

Whether you are looking to start your career, a career change or seeking to progress in your current career, this versatile qualification can help you get there.

You could be studying for this nationally recognised qualification within three business days!*

We've got all the tools and support you need – at a duration to suit you. There's no need to attend the campus to enrol or to complete your studies.

You could be framing your Australian Careers Business College (ACBC) qualification within 12 months**. How does it get better than that?

*Courses commence on the next available Monday from your application date allowing for administration requirements.

**Depends on your selected course duration.

The BSB50620 Diploma of Marketing and Communication can secure you a foothold in the marketing industry. You will graduate with a highly portable skill set that attracts both strong earning potential and job stability.

Possible job roles that relate to this qualification, after relevant experience may include Marketing Manager, Marketing Team Leader, Product Manager Public Relations Manager and Account Manager

QUICK CHECK: AM I READY FOR THIS QUALIFICATION?

ENTRY REQUIREMENTS

Entry to this qualification is limited to those who:

Have completed BSB42415 Certificate IV in Marketing and Communication

or

Have completed the following units (or equivalent competencies): BSBCMM411 Make presentations; BSBCRT412 Articulate, present and debate ideas; BSBMKG433 Undertake marketing activities; BSBMKG435 Analyse consumer behaviour; BSBMKG439 Develop and apply knowledge of communications industry; and BSBWRT411 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

or

Have two years equivalent full-time relevant work experience.

If you do not have existing competence in the entry requirement units, you may undertake them at ACBC prior to the commencement of the Diploma course. Achieving competence in all entry requirement units is necessary in order to commence the BSB50620 Diploma of Marketing and Communication. Students who wish to complete the 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.

AVAILABLE TIME TO STUDY

It's important to make sure that your online study fits in with your work and lifestyle. Choose from 12 OR 18 months to complete your study

| Study Options | Recommended minimum weekly study | Recommended minimum coach contact | Suggested minimum weekly log-in |
|---------------|----------------------------------|-----------------------------------|---------------------------------|
| 12 months | 8 hours | Weekly | 2 |
| 18 months | 5 hours | Weekly | 2 |

Course Units

BSB50620 Diploma of Marketing and Communication qualification has 12 units (subjects). The course has been designed using the guidelines provided in the Business Services Training package. There are 5 core units and 7 elective units. The units

| Core Units |
|--|
| BSBMKG541 Identify and evaluate marketing opportunities |
| BSBMKG542 Establish and monitor the marketing mix |
| BSBMKG552 Design and develop marketing communication plans |
| BSBMKG555 Write persuasive copy |
| BSBPMG430 Undertake project work |
| Elective Units |
| BSBMKG544 Plan and monitor direct marketing activities |
| BSBMKG550 Promote products and services to international markets |
| BSBMKG553 Develop public relations campaigns |
| BSBOPS505 Manage organisational customer service |
| BSBCMM511 Communicate with influence |
| BSBPEF501 Manage personal and professional development |
| BSBTWK502 Manage team effectiveness |

Speak with a Careers Advisor for full details of this course including Recognition of Prior Learning (RPL) and Credit Transfer. Details of tuition fees are available on this website.

COURSE FEES

Tuition Fee \$9,900.00

(Ten payments of \$990.00 across course duration) This Course may be fully funded by VET Student Loans.

WHAT YOU WILL NEED

- Access to the internet
- Computer Access (word processing, web surfing, downloading forms and templates)
- Access to Google Drive (Google account)
- Email address (for enrolment communication)

IT REALLY IS AS EASY AS IT SOUNDS!

Australian Careers Business College gives you great learning materials and instructions and amazing personal support. In a classroom with others you may feel embarrassed to ask questions.

With your dedicated Personal Learning Coach and Assessors, you will be top of the class every time at Australian Careers Business College.

FAST TRACK TO UNIVERSITY WITH CREDIT POINTS AT LEADING UNIVERSITIES

Every year many Australian Careers Business College graduates use their vocational qualification to fast track into leading universities.

Australian Careers Business College has negotiated credit point agreements with Western Sydney University for successful graduates of the full Diploma of Marketing and Communication qualification.

Graduates are eligible for: A guaranteed 80 credit points into the Bachelor of Business at Western Sydney University, with 180 cps remaining. ACBC graduates have been accepted into various other universities

Want to discuss your pathway to university? Book a Careers Advice Session. Our Careers Advisors are on hand to help you plan a pathway to the university degree you are striving for and show you how you can achieve your career goals.

THE ACBC ADVANTAGE

BSB50620 Diploma of Marketing and Communication helps you with entry into a dynamic and evolving industry that provides many career opportunities. Our trainers and assessors are respected marketing professionals. The course curriculum has been developed in consultation with professionals from the marketing industry to ensure relevant skills building, so that you can maximise employability opportunities.

VET STUDENT LOANS (VSL)

ACBC is an approved VSL provider.

VET Student Loans is a financial assistance scheme offered by the Australian Government. Eligible students can secure a loan to pay for all of their tuition fees for Diploma of Marketing and Communication.

VET Student Loans will not be approved for students who do not meet eligibility requirements and a VET student loan gives rise to a VETSL debt that continues to be a debt due to the Commonwealth until it is repaid.

WHAT ARE YOU WAITING FOR?

Are you ready to make a real difference in your career opportunities? Join over 6,000 ACBC Graduates who have made the step to rewarding employment or university.

CLICK HERE to make an enquiry and you could be studying in less than a week. It couldn't be easier.

Get the qualifications you deserve at a pace that suits you! We're with you all the way.

For further information please contact:

An ACBC Careers Advisor

Phone: 612 9824 0000

Email: online@acbc.nsw.edu.au