


BSB60520 - Advanced Diploma of Marketing and Communication
CRICOS COURSE CODE: 107406M



Qualification / Course	BSB60520 - Advanced Diploma of Marketing and Communication																																																		
Purpose	<p>This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications activities of an organisations. They analyses, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialized or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisations.</p>																																																		
Course Provider	<p>RTO No: 41136 CRICOS No: 03416G International College of Melbourne Pty Ltd (ICM) Address: Level 11, 55 Swanston Street Melbourne Victoria 3000. Ph + 61 3 9662 3344 Email: admissions@icm.edu.au</p>																																																		
Delivery Mode	Classroom based/Face to Face delivery																																																		
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Course Duration	<p>Total volume of learning for this qualification is 1200 hours of class room training which includes all learning activities, Practical demonstration activities and observations from assessor and Written assessments. Student may spend additional time for their own knowledge and benefit. CRICOS duration is: 78 weeks (which constitutes 60 teaching weeks (1200 hours) + 18 weeks of break period)Each teaching week= 20 hours One study period = One term (10 to 12 weeks)</p>																																																		
Career Outcomes and Education Pathways	<p>Pathways into the qualification Individuals shall enter BSB60520 - Advanced Diploma of Marketing and Communication by satisfying the admission requirements. Pathways from the qualification After achieving BSB60520 - Advanced Diploma of Marketing and Communication, individuals could progress to higher studies. Any alternative unit selection will need to be approved by the CEO and will be suitably documented with alternative Training and Assessment Strategy depicting the alternative units. The outcome for this qualification is either the BSB60520 - Advanced Diploma of Marketing and Communication or, should the participant depart the course before it has been completed, a Statement of Attainment for the units in which competency has been demonstrated.</p> <p>Note: This RTO may not offer all qualifications listed above in possible pathways Employment Pathways</p> <p>Graduates at this level will have specialized knowledge and skills for skilled/paraprofessional work and/or further learning.</p> <ul style="list-style-type: none"> • Account manager • Account planning manager • Client services manager • Client services executive • Global, national or regional marketing manager • Marketing strategist 																																																		
Units of Competency	<p>This course requires the completion of the following 12units (including 4 core and 8 electives).</p> <table border="1"> <thead> <tr> <th>Code</th> <th>Title</th> <th>Core</th> <th>Elec</th> </tr> </thead> <tbody> <tr> <td>BSBMKG621</td> <td>Develop organisational marketing strategy</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>BSBMKG622</td> <td>Manage organisational marketing process</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>BSBMKG623</td> <td>Develop marketing plans</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>BSBTWK601</td> <td>Develop and maintain strategic business networks</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>BSBCRT611</td> <td>Apply critical thinking for complex problem solving</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>BSBMKG625</td> <td>Implement and manage international marketing programs</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>BSBMKG626</td> <td>Develop advertising campaigns</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>BSBMKG627</td> <td>Execute advertising campaigns</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>BSBLDR601</td> <td>Lead and manage organisational change</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>BSBOPS601</td> <td>Develop and implement business plans</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>BSBSTR601</td> <td>Manage innovation and continuous improvement</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> </tbody> </table>			Code	Title	Core	Elec	BSBMKG621	Develop organisational marketing strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BSBMKG622	Manage organisational marketing process	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BSBMKG623	Develop marketing plans	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BSBTWK601	Develop and maintain strategic business networks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BSBCRT611	Apply critical thinking for complex problem solving	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BSBMKG625	Implement and manage international marketing programs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BSBMKG626	Develop advertising campaigns	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BSBMKG627	Execute advertising campaigns	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BSBLDR601	Lead and manage organisational change	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BSBOPS601	Develop and implement business plans	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BSBSTR601	Manage innovation and continuous improvement	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Admission requirements	<p><u>Pre-Enrolment Interview:</u> Selection for enrolment in our courses will be approved for applicants who meet the qualification selection criteria during the pre-training assessment interview prior the confirmation of enrolment at RTO. A satisfactory outcome of interview with authorised RTO Staff or representative. To ensure applicants are placed in a suitable course this training and assessment strategy, we review applicants existing knowledge, skills, experience and qualifications. Students will be asked to complete this Pre- Enrolment Interview form during the enrolment process by providing details of your existing knowledge, skills, experience and qualifications that are relevant to the course being applied for. International College of Melbourne will then review this information and respond to the student with the outcome of the review whether to proceed and ask for other admission requirements.</p> <p><u>Age Requirements:</u> All students must be aged 18 years or over at the time of applying for admission to the Institute.</p> <p><u>Attendance Requirement:</u> ICM recommends regular attendance of 20 hours per week (for the course duration) as the international student requirement from student visa conditions.</p> <p><u>Academic Requirements:</u> Entry to this qualification is limited to those individuals who:</p> <ul style="list-style-type: none"> - have completed all core units in BSB50620 Diploma of Marketing and Communication as per training.gov.au <p>Ref: https://training.gov.au/Training/Details/BSB60520</p> <ul style="list-style-type: none"> • Satisfactory completion of studies in applicant's home country equivalent to an Australian Year 12 qualification is required for entry into this course. • Relevant work experience will be acknowledged and taken into consideration. <p><u>English Language/Literacy/Numeracy requirements:</u></p> <p>We accept the admission to the students if they qualify in ANY ONE (1) of the following:</p> <ul style="list-style-type: none"> • IELTS overall band of 5.5 • TOEFL iBT test score band of 46 equivalent or above; Refer: http://www.ets.org/toefl/ibt/about • PTE Academic band score 42 equivalent or above; Refer: https://pearsonpte.com/the-test • Cambridge English Advanced (CAE) test score band of 47 equivalent or above; Refer: http://www.cambridgeenglish.org/exams-and-tests/advanced/ • OET score band "C" Pass equivalent or above; Refer: https://www.occupationalenglishtest.org/test-information/results-assessment/ • Completion of a full-time studies in Australia towards a Certificate IV or above • Satisfactory completion of the ESL course / English language course or satisfactory completion of 10-20 weeks ELICOS from a National ELT Accreditation Scheme (NEAS)Accredited English Institution with an IELTS score of 5.0; • OR Any other form which satisfies the Institution during their pre-enrolment interview <p>Identify the Language Literacy and Numeracy (LLN) needs of the students: LLN test is available at https://icm.quiz.lln.training/. ICM Training and Assessment is committed to supporting all our students in successfully completing their selected course of study. National research consistently indicates that many students will require some level of LLN support. As such, we recognise that we have a responsibility to understand each student's unique LLN needs. Our desire is to identify any LLN needs that students may have as a student and to assist them in reducing the impact this may have on their studies with ICM. Therefore, we ask the students to either to opt in or opt out of an LLN assessment, which will help us to determining how best to assist the students. Students shall select one of the following two options.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Option 1: I appreciate that ICM is interested in my LLN capabilities, however I affirm that I do not require any assistance with LLN for the course I am choosing to undertake. <input type="checkbox"/> Option 2: I am unsure if my LLN capabilities are sufficient for the level of study I am undertaking; therefore, I elect to submit the completed LLN assessment to ICM for assessment. 				

	<p>A Unique Student Identifier (USI): In addition, students, will need to provide RTO with their Unique Student Identifier number. A Unique Student Identifier (USI) is a reference number made up of numbers and letters, unique to each student. This USI allows them to link their previous and future VET qualifications into a single authenticated transcript, through the National Vocational Education and Training Data Collection, and prevents them from losing their record. This lets them see all their training results, from all their previous providers. A USI Number will stay with the student for life and must be recorded with any nationally recognised VET course they undertake.</p> <p>Computer literacy requirements: All students enrolling into this program must know how to use the basic computer digital literacy skills in each of the following areas prior to graduation:</p> <ol style="list-style-type: none"> (1) MS Windows (2) MS Office (3) Internet /e-mail skills. (4) email account (5) Using webinar tools as a participant 	
Intakes	Monthly Intakes	Weekly class times
	Completed 78 weeks	20 hours per week as scheduled in your timetable given to you during orientation time
Holiday Periods	There is no training and assessment scheduled during the holiday periods as per the timetable to be followed.	
Additional Support	<p>All students whoever complete a language literacy and numeracy assessment upon enrolment will be provided with a range of learning support options and resources to help you achieve competency. Where additional support needs have been identified an <i>Individual Support Plan</i> will be developed which may include:</p> <ul style="list-style-type: none"> • Mentoring from trainers • Additional classes, tutorials and workshops • Computer and technology support • Reasonable adjustment to assessments <p>Provision of additional support services will be provided where necessary to enable students to participate in the same way as any other person regardless of whether support services have been required.</p>	
Assessment Arrangements	<p>There are a variety of assessment methods used for this qualification including:</p> <ul style="list-style-type: none"> • Activities (written) • Questions • Projects • Observation report • Case Studies <p>You will be required to complete assessments in class. You will be advised by your trainer and assessor about the assessment requirements for each unit at the commencement of delivery for that unit. Submission of assessment tasks will be in person to the trainer/assessor.</p>	
Course Credit	<p>ICM can grant you credit towards your course for units of competency that you have already completed with another RTO or authorised issuing organisations. We can also grant you Credit for subjects or units you have completed where equivalence can be established between the unit in your course, and the subject or unit you have completed.</p> <p>There is no charge to apply for Credit.</p>	

	<p>To apply, fill in the Credit Application Form and submit it as part of your enrolment. *Please refer to your Student Prospectus for more information on Course Credit. As an international student you should note that where you are granted credit this will reduce your course duration and you will be informed of this in writing.</p>
Recognition of Prior Learning (RPL)	<p>Recognition of Prior Learning (RPL) is a process where skills and knowledge that you have gained through work and life experience and other unrecognised training can be formally recognised. ICM has a process that has been structured to minimise the time and cost to applicants and provides a supportive approach to students wishing to take up this option. You should ideally apply for RPL at the time of enrolment, but you may also apply up to 2 weeks into your course.</p> <p>During the entry process and interview stage ICM will discuss with you the process and options for RPL. Suitability is often determined on how much experience you have in a certain area, your work history and previous training. If RPL is determined as a possibility for you, you will be provided with a kit that will guide you in working through each unit to determine relevant skills and experience and identify whether you would be able to provide the required evidence.</p> <p>A trainer/assessor will be available to assist you throughout this process. *Please refer to your Student Prospectus for more information on RPL. As an international student you should note that where you are granted RPL this will reduce your course duration and you will be informed of this in writing.</p>
Costs	<p>Total Tuition Fees: \$18000 Total Non-Tuition Fees: \$200 Payment Plan</p> <ul style="list-style-type: none"> • Non-refundable enrolment deposit (prior to commencement) - \$200 • Fees payable in 4 instalments <p>RPL Costs: Application for RPL includes a fee of \$200AUD per unit of competency. Nationally Recognized Training does not occur GST. Students will only be eligible to receive their qualification if fees have been paid in full and all course requirements have been met. Potential for fees to change over the duration of the course. *Please refer to your Student Prospectus for our Fees and Refunds Policy.</p>
Inclusions	<p>Unless otherwise specified, tuition fees include all the training and assessment as well as required resources and textbooks for students to achieve the qualification or course in which they are enrolling. A note about computers: Many homework and assessment tasks require access to a computer and the internet and therefore it is recommended students bring or purchase a laptop if possible. If students don't have their own they can use nearby public facilities that are listed for their convenience in the Student Prospectus. It is optional for students to bring a laptop to class – some students may choose to do so to keep their notes organised, but where a computer is required for class activities the trainer/assessor will arrange to book the college computers for class sessions.</p>
How to apply	<p>If you would like to enrol in this course, please follow the process from our website: http://www.icm.edu.au/apply.php</p>

Temporary Change of Delivery Mode Process and Procedures
<https://icm.edu.au/wp-content/uploads/2020/10/Temporary-Change-of-Delivery-Mode-Process-and-procedures.pdf>