

**BSB50620 - Diploma of Marketing and Communication
(CRICOS COURSE CODE: 107405A)**



Qualification/ Course	BSB50620 - Diploma of Marketing and Communication		
Purpose	This qualification applies to individuals with a sound theoretical knowledge base in marketing and communication and who demonstrate a range of managerial skills to ensure that functions are effectively conducted in an organisations or business area. Typically, they would have responsibility for the work of other staff and lead teams.		
Course Provider	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		
Delivery Mode	Classroom based/Face to Face delivery		
Delivery Site/Location	Level 11, 55 Swanston Street Melbourne Victoria 3000. Ph + 61 3 9662 3344 Email: admissions@icm.edu.au		
Intake Date	January, April, July, October		
Course Duration	Total volume of learning for this qualification is 880 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: 52 weeks (which constitutes 44 teaching weeks (880 hours) + 8 weeks of break period) Each teaching week= 20 hours		
Career Outcomes and Education Pathways	<p>Pathways into the qualification Individuals shall enter by BSB50620 - Diploma of Marketing and Communication by satisfying the admission requirements. Pathways from the qualification After achieving BSB50620 - Diploma of Marketing and Communication, individuals could progress to Advanced Diploma of Marketing & Communication/Advanced Diploma of Leadership & Management.</p> <p>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 BSB52415 - 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>Employment Pathways</p> <ul style="list-style-type: none"> · All sectors of the global economies offer varied entry level opportunities for holders of the Diploma of Marketing and Communication are following: <ul style="list-style-type: none"> ✓ Account Officer/Manager ✓ Account planner ✓ Advertising Officer ✓ Marketing team officer 		
Units of Competency	This course requires the completion of the following 12 units (including 5 core and 7 electives).		
	Code	Title	Core Elec
	BSBMKG541	Identify and evaluate marketing opportunities	<input checked="" type="checkbox"/> <input type="checkbox"/>
	BSBMKG542	Establish and monitor the marketing mix	<input checked="" type="checkbox"/> <input type="checkbox"/>
	BSBMKG552	Design and develop marketing communication plans	<input checked="" type="checkbox"/> <input type="checkbox"/>
	BSBMKG555	Write persuasive copy	<input checked="" type="checkbox"/> <input type="checkbox"/>
	BSBPMG430	Undertake project work	<input checked="" type="checkbox"/> <input type="checkbox"/>
	BSBMKG543	Plan and interpret market research	<input type="checkbox"/> <input checked="" type="checkbox"/>
	BSBMKG553	Develop public relations campaigns	<input type="checkbox"/> <input checked="" type="checkbox"/>
	BSBMKG545	Conduct marketing audits	<input type="checkbox"/> <input checked="" type="checkbox"/>
	BSBOPS504	Manage business risk	<input type="checkbox"/> <input checked="" type="checkbox"/>
	BSBPEF501	Manage personal and professional development	<input type="checkbox"/> <input checked="" type="checkbox"/>
	SIRXMKT006	Develop a social media strategy	<input type="checkbox"/> <input checked="" type="checkbox"/>

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	BSBCMM511	Communicate with influence	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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NATIONALLY RECOGNISED
TRAINING

Admission requirements

Pre-Enrolment Interview:

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.

Age Requirements:

All students must be aged 18 years or over at the time of applying for admission to the Institute

Attendance Requirement:

ICM recommends regular attendance of 20 hours per week (for the course duration) as the international student requirement from student visa conditions.

Academic Requirements:

Entry to this qualification is limited to those individuals who:

- a. Satisfactory completion of studies in applicant's home country equivalent to an Australian Year 12 qualification is required for entry into this course.
- b. Have completed BSB40820 Certificate IV in Marketing and Communication

(or)

- c. Have completed all core units in BSB40820 Certificate IV in Marketing and Communication, which are:
 - BSBCMM411 Make presentations
 - BSBCRT412 Articulate, present and debate ideas
 - BSBMKG433 Undertake marketing activities
 - BSBMKG435 Analyse consumer behaviour
 - BSBMKG439 Develop and apply knowledge of marketing communication industry
 - BSBWRT411 Write complex documents

(or)

- d. Have two years equivalent full-time relevant work experience.

Visa

- Students must possess an appropriate visa that allows them to study at ICM.

English Language/Literacy/Numeracy requirements:

We accept the admission to the students if they qualify in **ANY ONE (1)** of the following:

- e. IELTS overall band of 5.5
- f. TOEFL iBT test score band of 46 equivalent or above;
Refer: <http://www.ets.org/toefl/ibt/about>
- g. PTE Academic band score 42 equivalent or above; Refer:
<https://pearsonpte.com/the-test>
- h. Cambridge English Advanced (CAE) test score band of 47 equivalent or above; Refer: <http://www.cambridgeenglish.org/exams-and-tests/advanced/>
- i. OET score band "C" Pass equivalent or above;
Refer: <https://www.occupationalenglishtest.org/test-information/results-assessment/>
- j. Completion of a full-time studies in Australia towards a Certificate IV or above
- k. 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;
- l. OR Any other form which satisfies the Institution during their pre-enrolment interview

Identify the Language Literacy and Numeracy (LLN) needs of the students:

LLN test is available at <https://icm.quiz.lln.training/?quizId=acsf4>. 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.

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.

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:

- m. MS Windows
- n. MS Office
- o. Internet /e-mail skills.
- p. email account
- q. Using webinar tools as a participant

Class time	Weekly class times
	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 ● Role-Play ● Report ● Case Study <p>You will be required to complete assessments in class.</p> <p>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>

<p>Course Credit</p>	<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.</p> <p>*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>
<p>Recognition of Prior Learning (RPL)</p>	<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.</p> <p>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. 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. A trainer/assessor will be available to assist you throughout this process.</p> <p>*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>
<p>Costs</p>	<p>Total Tuition Fees: \$13000 Total Non-Tuition Fees: \$200</p> <p>Payment Plan</p> <ul style="list-style-type: none"> • Non-refundable enrolment deposit (prior to commencement) - \$200 • Fees payable in 8 instalments <p>RPL Costs:</p> <p>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>
<p>Inclusions</p>	<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.</p> <p>A note about computers:</p> <p>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>
<p>How to apply</p>	<p>If you would like to enroll in this course, please follow the process from our website: https://icm.edu.au/how-to-apply/</p>