

**BSB50620  
DIPLOMA**

## *of Marketing and Communication*

Build on your marketing and communication skills to become a highly valuable asset to any marketing team.

In this course you'll develop key skills to lead or contribute to a team in conducting market research, the identification of marketing opportunities, the development, communication and implementation of marketing plans.

You will expand your knowledge and skills in the analysis of market data, establishing an effective marketing mix, developing marketing communication plans, developing social media strategies and creating multiplatform advertisements.



### *Learning Outcomes*


Through this course, you will gain fundamental skills and knowledge to:

- Plan and interpret market research
- Identify and evaluate marketing opportunities
- Design and develop a marketing plan
- Develop a social media strategy
- Create multiplatform advertisements

### *Career Opportunities*

Upon graduation, your newly acquired skillset means you could develop your career as a:

- Marketing Manager
- Marketing Team Leader
- Sales Manager
- Public Relations Manager



# Why choose ELC Career College?

As one of Australia's most established colleges, we know how to cater for all your needs.

- Over 35 years' experience teaching and supporting students, so you can feel confident you will be in good hands
- Ideal city centre location
- Large college premises with modern learning facilities and comfortable break out areas for eating, relaxing, socialising as well as quiet study
- Trainers highly experienced both in their area of expertise and teaching
- Courses custom-designed to focus on real-world career skills
- Unique methodology to keep you engaged and motivated
- Course package options for long-term study pathways
- Payment plans available to manage your budget
- Timetable options to suit your lifestyle



## The experts in international education

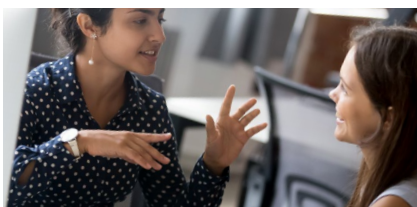
ELC Career College has earned a reputation for delivering quality tuition in English and vocational education for international students. We have strategies in place to make it easy for you to achieve your further study goals, including:

- Course units carefully selected for a global audience
- Extra support and practical tasks to help you understand your lessons
- Trainers specialised in teaching non-native English speakers

## Focus on 21st Century skills



All our courses are founded on the blend of 3 essential features



### Workplace Communications

The verbal and written communication skills needed to do your job effectively, create a positive impression and make an impact.



### Business Competence

The knowledge required to engage in, lead and manage the operations of a business.



### Transferable Skills

Skills highly valued by employers that will give you an edge in whatever job you do.

# Course Units

## Module A - Marketing mix

Unit Name	Unit Description
BSBMKG541 <b>Identify and evaluate marketing opportunities</b>	Enhance your skills in identifying, evaluating and taking advantage of marketing opportunities by analysing market data, distinguishing characteristics of possible markets and assessing viability of changes to operations. Learn the process to identify resource requirements for marketing opportunities and communicate the viability to relevant stakeholders.
BSBMKG542 <b>Establish and monitor the marketing mix</b>	This unit will equip you with the skills needed to identify and establish an effective marketing mix for a business and to monitor and adjust this according to new marketing opportunities identified.
BSBMKG543 <b>Plan and interpret market research</b>	Gain the skills and knowledge required to plan market research and conduct an analysis to report and interpret findings.

## Module B - Marketing communication

Unit Name	Unit Description
BSBPMG430 <b>Undertake project work</b>	Develop the skills and knowledge to undertake a minor project or a section of a larger project at work, including developing a project plan, administering and monitoring, finalising and reviewing a project.
BSBMKG555 <b>Write persuasive copy</b>	In this unit you'll learn to interpret a creative brief and evaluate a range of innovative options to write persuasive copy and communicate marketing messages effectively.
BSBMKG552 <b>Design and develop marketing communication plans</b>	Planning electronic communications to effectively convey marketing communication messages is a key skill for advertising, public relations and marketing managers. In this unit you'll learn to identify and evaluate a range of marketing communication mediums to design and develop marketing communication plans.

## Module C - Social media





Unit Name	Unit Description
BSBCRT512 <b>Originate and develop concepts</b>	Build the skills required to originate and develop concepts for products, programs, processes or services at an operational level. Learn to assess possible solutions to issues in the organisation, research relevant information on solutions, and collaborate with others to generate and refine concepts for implementation.
SIRXMKT006 <b>Develop a social media strategy</b>	In this unit you'll gain the skills and knowledge required to plan and evaluate the use of social media platforms and to evaluate the effectiveness of social media activity.
BSBMKG546 <b>Develop social media engagement plans</b>	Learn to effectively develop social media engagement plans with a preferred target audience. You'll learn to identify requirements and characteristics of the target audience, select preferred platforms and applications, identify and plan for possible risks to your brand, and facilitate delivery of social media content.

## Module D - Digital technologies & mass media

Unit Name	Unit Description
BSBSTR501 <b>Establish innovative work environments</b>	This unit will equip you with the key skills required to create a supportive environment where innovative work practices are implemented across the organisation. Learn to encourage creative mindsets, collaborative working and risk-taking to open up opportunities for innovation.
BSBTEC404 <b>Use digital technologies to collaborate in a work environment</b>	Explore current collaborative ways of working (including working as part of a remote team) using digital technologies to complete work tasks more efficiently and effectively. Identify available digital technologies by accessing relevant sources of information and prepare a business case for implementing new digital solutions to support collaboration.
BSBMKG551 <b>Create multiplatform advertisements for mass media</b>	Gain the skills and knowledge required to create multiplatform advertisements for the communication of a product, service or idea to consumers.



## Delivery Mode

 <b>Lecture</b>	 <b>Tutorial</b> <i>(Supported learning)</i>	 <b>Workshop</b> <i>(Supported learning)</i>	 <b>Self-paced online learning</b>
<b>5hrs/w</b> Live lectures delivered by trainers with real life experience	<b>1hr45/w</b> Small classes focused on developing and practising key capabilities required for assessment	<b>6hr45/w</b> Collaborative tasks aimed at applying skills and knowledge in simulated workplace conditions	<b>6hr30/w</b> Structured activities available from our e-learning platform, designed to reinforce skills acquisition
On campus			Online

## Timetable

Time	Monday	Wednesday
2:45pm - 4:30pm	Tutorial	Workshop
4:30pm - 5:00pm	Break	Break
5:00pm - 10:00pm	Lecture	Workshop

NB: Timetables are subject to change.

## Resources

Our resources are carefully developed to meet the needs of international students: they include extra support and practical tasks to help you understand the content clearly. All course materials and workbooks are available to download for free from your e-learning platform.

## Assessment

You will be assessed through a combination of assessment types such as written assignments, case studies, reports, group tasks, portfolios and presentations. You must successfully pass all units to complete the qualification.

## Program Dates

This qualification is delivered over **4 terms** of **9 weeks**.

Your exact enrolment and break lengths depend on your start date, as detailed below:

	COURSE START DATE	COURSE END DATE	STUDY WEEKS	SCHEDULED BREAKS	TOTAL ENROLMENT LENGTH	
CHOOSE BETWEEN 8 INTAKES IN 2024	<b>January</b>	29 Jan 2024	6 Dec 2024	36 weeks	9 weeks	45 weeks
	<i>*February</i>	26 Feb 2024	21 Feb 2025	36 weeks	16 weeks	52 weeks
	<b>April</b>	22 Apr 2024	28 Mar 2025	36 weeks	13 weeks	49 weeks
	<i>*May</i>	20 May 2024	16 May 2025	36 weeks	16 weeks	52 weeks
	<b>July</b>	15 July 2024	20 June 2025	36 weeks	13 weeks	49 weeks
	<i>*August</i>	12 Aug 2024	8 Aug 2025	36 weeks	16 weeks	52 weeks
	<b>October</b>	8 Oct 2024	12 Sept 2025	36 weeks	13 weeks	49 weeks
	<i>*November</i>	4 Nov 2024	31 Oct 2025	36 weeks	16 weeks	52 weeks

\*The February, May, August and November intakes are mid-term intakes, with a mid-term course end date.

## Entry Requirements

<b>Age</b>	Be aged 18 years or over
<b>Academic</b>	Successful completion of Australian Year 12 or international equivalent
<b>English Level</b>	IELTS proficiency level of 5.5 or above or equivalent
<b>Pre-requisite</b>	Certificate IV of Marketing and Communication (BSB40820 or BSB42415) or core units from these qualifications or equivalent work experience

Note that students are expected to bring their own laptop or tablet for home and classroom use.

## Package Options

Most of our students choose to enrol into 2 or more courses, packaged up in 1 student visa:



### Need English?

Study at our English school, English Language Company



### Want to prepare for this course?

The Certificate IV in Marketing and Communication is a required foundation for this course.



### Want to mix and match?

You can combine this course with other qualifications in Business or Leadership and Management



## Get social with us



@elccareercollege

## Interested?

To enrol, ask us questions or learn more about our wide range of programs, multiple package options, unique methodology, trainers' experience, welcoming premises, modern facilities or latest promotions, head to our website: [www.elc.edu.au/vocational/](http://www.elc.edu.au/vocational/)

**Already in Sydney?** Come in for a campus tour with one of our friendly course advisors: we are ideally located in the heart of Sydney, across the road from Town Hall station!



BSB50620 Diploma of Marketing and Communication (AQF – Level 5) is a nationally recognised qualification under the Australian Qualifications Framework (AQF).

CRICOS course code: 111886M

ELC Career College Pty Ltd

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