



# BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

- Gain fundamental marketing and communications skills to open up career opportunities in new areas
- Strengthen your existing knowledge and marketing expertise to grow in your current role
- Learn how to create and communicate product and business value to target audiences

CRICOS COURSE CODE: 097830D

## Campus

Brisbane, Sydney, Melbourne

## Program Length

Maximum 64 weeks\* (20 hours/week)

Includes 6 hours/week online study +

14 hours/week in-class study

*\*48 weeks study + up to 16 weeks scheduled breaks.*

*Length of the program may vary from 60 to 64 weeks depending on the start date.*

## Schedule

Weekday: Brisbane, Sydney, Melbourne

## 2020 Start Dates

Jan 6, Mar 9, Apr 20, Jun 22, Aug 3,

Oct 5, Nov 16

### SCHEDULED BREAKS

Feb 17 – Mar 6, Jun 1 – Jun 19,

Sep 14 – Oct 2, Dec 28 – Jan 1, 2021

## 2020 Fees

Registration fee: \$230

Material fees: \$280

Tuition: \$12,000

*RPL & Credit Transfer must be applied for upon enrolment  
Late submission fee: \$50*

*All fees in Australian Dollars, payment by installment is available on request and approval.*

## Entry Requirement

- An equivalent of Australia's Year 10 school certificate. A prior working knowledge and experience of a business environment would be useful.
- International students must meet a minimum language requirement of IELTS 5.5 with a minimum band score of 5.0. TOEIC 650 with a minimum reading score of 350. Direct entry is available through ILSC Intermediate 3 and above.
- Students must be at least 18 at the commencement of studies.
- Students wishing to enrol in this qualification must have successfully completed all core units in BSB42415 Certificate IV in Marketing and Communication.

## Program Description

This Diploma has 5 pre-requisite units required to be successfully completed prior to commencement of this course. These five units are included in the course BSB42415 Certificate IV of Marketing and Communication.

The marketing industry is dynamic and fast-evolving and can offer rewarding and exciting opportunities for those looking to play a vital role in any business - combining creativity and strategy to communicate value to consumers.

The course of BSB52415 Diploma of Marketing and Communication will provide students with the fundamental knowledge and practical skills in all key areas of market planning development and implementation - from market analysis, to creating and delivering marketing strategy, to tracking finances.

By the end of the program, students should be empowered with the relevant knowledge and confidence to embark on marketing and communications projects for business or entrepreneurial purposes.

## Study Schedule/Delivery Mode

In all of our programs, you will build a timetable which combines 14 hours a week of face to face in class study and 6 hours per week online study. The online study component includes exercises, discussion forums, and resources to help with assignments and to provide foundational academic and learning skills. In-class study schedules combine the core lecture with foundation skills and PASS classes. You must attend both lectures, as each lecture covers different content. PASS classes are Practical Assessment Support Sessions. In PASS classes, you will meet with your trainer to discuss any questions you may have about study or assessments. Foundation Skills sessions help you build language and other skills for business. You will learn to speak and present ideas with confidence. Topics include running meetings, writing business emails, negotiating and giving presentations.

## Weekday Schedule – Sample\*

HOURS	MONDAY	TUESDAY
1:15 PM-3:15 PM	Foundation Skills	PASS
3:30 PM-5:30 PM	PASS	Foundation Skills
6:00 PM-9:00 PM	Lecture	Lecture



Please note that due to the COVID-19 pandemic, Greystone College Australia plans to continue to run its online classes for VET students until as late as October, 2020.

# BSB52415 Diploma of Marketing and Communication units

COURSE NAME	DESCRIPTION
<b>BSBFIM501 MANAGE BUDGETS AND FINANCIAL PLANS</b>	This unit describes the skills and knowledge required to undertake financial management within a work team in an organisation. It includes planning and implementing financial management approaches, supporting team members whose role involves aspects of financial operations, monitoring and controlling finances and reviewing and evaluating effectiveness of financial management processes.
<b>BSBMGT517 MANAGE OPERATIONAL PLAN</b>	This unit describes the skills and knowledge required to develop and monitor implementation of the operational plan to provide efficient and effective workplace practices within the organisation's productivity and profitability plans. Management at a strategic level requires systems and procedures to be developed and implemented to facilitate the organisation's operational plan.
<b>BSBLDR502 LEAD AND MANAGE EFFECTIVE WORKPLACE RELATIONSHIPS</b>	This unit describes the skills and knowledge required to lead and manage effective workplace relationships.
<b>BSBMKG537 DEVELOP A SOCIAL MEDIA ENGAGEMENT PLAN</b>	This unit describes the skills and knowledge required to effectively plan engagement with a preferred target audience on social media.
<b>BSBMKG515 CONDUCT A MARKETING AUDIT</b>	This unit describes the skills and knowledge required to prepare and manage a marketing audit, with reference to an organisation's marketing plan.
<b>BSBMKG507 INTERPRET MARKET TRENDS AND DEVELOPMENTS</b>	This unit describes the skills and knowledge required to conduct an analysis of market data in order to determine organisational and competitor business performance and to prepare market and business forecasts. The information assists in developing an organisation's marketing plan and to determine the current or potential future success of marketing strategies.
<b>BSBMKG502 ESTABLISH AND ADJUST THE MARKETING MIX</b>	This unit describes the skills and knowledge required to determine the optimum marketing mix for a business through analysis of interrelated marketing components.
<b>BSBMKG506 PLAN MARKET RESEARCH</b>	This unit describes the skills and knowledge required to plan market research by identifying market research needs, defining market research objectives, identifying data gathering approaches and developing a market research plan.
<b>BSBPMG522 UNDERTAKE PROJECT WORK</b>	This unit describes the skills and knowledge required to undertake a straightforward project or a section of a larger project. It covers developing a project plan, administering and monitoring the project, finalising the project and reviewing the project to identify lessons learned for application to future projects.
<b>BSBMKG501 IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES</b>	This unit describes the skills and knowledge required to identify, evaluate and take advantage of marketing opportunities by analysing market data, distinguishing characteristics of possible markets and assessing viability of changes to operations.
<b>BSBCRT501 ORIGINATE AND DEVELOP CONCEPTS</b>	This unit describes the skills and knowledge required to originate and develop concepts for products, programs, processes or services to an operational level.
<b>BSBMKG523 DESIGN AND DEVELOP AN INTEGRATED MARKETING COMMUNICATION PLAN</b>	This unit describes the skills and knowledge required to identify and evaluate the range of marketing communication options and media, to design an integrated marketing communication plan, and to develop a marketing communication brief and creative brief reflecting client needs and preferences.

## GREYSTONE COLLEGE TRAINING FACILITIES AND RESOURCES

Greystone College campuses are fully equipped with all the resources and facilities required to successfully undertake this program including computer labs, software, free WIFI, photocopiers, charging stations, and student lounge. It is highly recommended you bring your own laptop (device) to enhance your campus experience. All course resources are available to students via their personal login to the Learning Management System (Moodle). Students can track their progress and academic success.

## BOOTCAMP

Bootcamp is a free service designed to keep you on track. Juggling a busy lifestyle with study and work can be tough; our free Bootcamp program is available to help students catch up on assessments if they fall behind.

## COURSE RESOURCES

The Online Course Resource Library provides students with informative links and information. Resources are easily searched by course unit or topic, and make your learning easier. On the Online Learning Management System (LMS), all class assessments, student work books, and extra resources that support class delivery are available for download. Test and assessment results are posted in student files. Students can use the LMS to message other students in their classes or their trainer if they have questions or want to connect.

## ASSESSMENTS

All units studied in this qualification will be assessed in at least 3 different ways. Assessments will consist of a mix of quizzes, projects, case studies, presentations, and questions.

## COURSE COMPLETION

Students obtaining a 'Competent' result for all units studied will be issued a 'Qualification' – Diploma of Marketing & Communication (BSB52415). Should a student not complete the full qualification, a 'Statement of Attainment' will be issued for the units which the student is deemed 'Competent'

## RECOGNITION OF PRIOR LEARNING AND CREDIT TRANSFER

RPL and Credit Transfer can be applied for at the time of enrolment or during the orientation. Please refer to Greystone College website or VET Student Handbook for more information.

## WHAT IS NATIONALLY RECOGNISED TRAINING



All Greystone College programs are Nationally Recognised Training. The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment.

*For policies and procedures around: deterring, suspending, or canceling enrollment; refunds; complaints and appeals; tracking attendance and academic progression, please refer to our website: <https://www.greystonecollege.com.au/policies>*

*Greystone College Pty Ltd partners with local and global agents to engage with prospective students. Please see the list on our website under Policy and Procedures for details.*

**WWW.GREYSTONECOLLEGE.COM.AU**

# ONLINE LEARNING SUPPORT MEASURES FOR GREYSTONE COLLEGE STUDENTS



## **Why is Greystone College Australia delivering classes online?**

Due to the COVID-19 pandemic, Greystone College has had to shift its delivery of VET courses from on-campus to online. This shift, which occurred from the week of 23 March 2020, will continue until at least October 2020 as Greystone College assesses government guidelines and directives.

## **How can I access my online VET courses?**

Delivery of lectures and support classes are provided using professional ZOOM webinar technology. The technology allows students and trainers to screen share content, use on screen whiteboards, use breakout rooms for group based learning activities or private conversations, manage in class polls and debates, trainer to student or student to student chat functions and much more.

## **What equipment do I need to join online?**

Greystone College students can participate in the online courses using a smartphone, laptop or tablet. They also need an internet connection to connect in.

Greystone College uses MOODLE as its Learner Management System, which all students have access to once they commence their program. Classes are delivered remotely using ZOOM as its platform.

If a student does not have the necessary equipment to join online classes, the college may be able to support the student with on-campus equipment.

Greystone College students receive a free Microsoft Office subscription, and this allows them to have access to all the MS suite of products, including Word, Excel, PowerPoint and TEAMS.

## **How should I complete assessments?**

### **How about observations and role-plays?**

Assessments are delivered using our customised Learning Management System, Moodle. Students are able to access all topic content online, and provide written responses using fillable PDF documents and templates to deliver individual and group-based assessment. If students are not able to access these documents online, PDF print-outs can be made available.

Students are also required to demonstrate knowledge of assessments through trainer observations during webinars as part of their final grade. Observations might include a group activity such as a presentation, or individual role play simulation. Grades and detailed assessment feedback are allocated to students via Moodle allowing students to manage their course progress.

## **Who can I talk to if I have a problem?**

Greystone College students have access to student support via email, phone or in-person at the campus.