

BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION



Greystone
COLLEGE

CRICOS COURSE CODE: 104775K

- Build skills and knowledge in a comprehensive selection of marketing and communications topics that will support you to lead teams and individuals in marketing roles
- Learn how plan and execute market research, analyse market data, and evaluate marketing opportunities locally and internationally
- Create strategic marketing and communications plans, execute them across various platforms, and learn how to evaluate their success for future iteration.
- Develop your persuasive skills and build influence through written and verbal communications
- Combine your program with progressive qualifications and build a long-term study plan to achieve your learning and career goals

Campus

Brisbane, Sydney, Melbourne

Due to COVID-19, Greystone College Australia will continue to offer online VET classes until at least the end of 2022.

Program Length

60-66 weeks* (20 hours/week)

Includes 6 hours/week online study +
14 hours/week in class study

**48 weeks study + up to 18 weeks scheduled breaks*

Schedule

Weekday: Brisbane, Melbourne, Sydney

2021 Start Dates

May 10, Jun 7, Aug 2, Aug 30, Sep 27, Nov 22

SCHEDULED BREAKS

Jul 5 - Aug 1

Oct 25 - Nov 21

Dec 20 - Jan 2, 2022

2021 Fees

| | |
|-------------------|----------|
| Registration fee: | \$230 |
| Material fees: | \$280 |
| Tuition: | \$12,000 |

*RPL & Credit Transfer must be applied for upon enrolment
Moodle re-opening 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.
- Must have completed the prerequisite units from the Certificate IV in Marketing and Communication or have 2 years direct industry experience in marketing.
- 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.

Program Description

In this qualification you will build your theoretical knowledge of marketing and communication. When you complete the BSB50620 Diploma of Marketing and Communication you'll be able to demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. This qualification builds your skills for the workplace. It prepares you to have responsibility for the work of other staff and lead teams and individuals in full-time marketing roles, as well as for an organisation's marketing activities.

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 and six 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 Assessment Essentials 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. In Assessment Essentials, you'll learn essential tips and info on how to successfully complete the unit. This class guides you through the unit focusing on key topics you need to master, as well as assessment tips and common mistakes. NOTE: If you miss a class, please view the videos.

Weekday Schedule - Sample*

| HOURS | MONDAY | TUESDAY |
|-----------------|-----------------------|-----------------------|
| 1:15 PM-3:15 PM | Assessment Essentials | PASS |
| 3:30 PM-5:30 PM | PASS | Assessment Essentials |
| 6:00 PM-9:00 PM | Lecture | Lecture |

** Schedules may vary.*



BSB50620 Diploma of Marketing and Communication Units

BSBMKG541 IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES

In this unit you will learn how to use marketing opportunities by examining market data, identifying potential markets, and assessing possible changes to business operations. Topics include: Explore marketing opportunities; Evaluate marketing opportunities; Evaluate required changes to current operations.

BSBMKG542 ESTABLISH AND MONITOR THE MARKETING MIX

In this unit you will learn how to establish an effective marketing mix for an organisation. Topics include: Prepare marketing mix; Implement marketing mix; Monitor marketing mix.

BSBMKG552 DESIGN AND DEVELOP MARKETING COMMUNICATION PLANS

In this unit you will learn how to evaluate different marketing mediums in order to develop effective marketing communication plans. Topics include: Prepare marketing communication plan information; Develop marketing communication plan; Finalise marketing communication plan.

BSBMKG555 WRITE PERSUASIVE COPY

In this unit you will learn how to communicate messages in a wide range of contexts by interpreting a creative brief and writing persuasive copy. Topics include: Establish content purpose; Prepare content; Finalise content.

BSBPMG430 UNDERTAKE PROJECT WORK

In this unit you will learn how to complete a small project or part of a larger project. You will learn how to develop a project plan, administer and monitor the project, then finalise and review it. Topics include: Establish project parameters; Develop project plan; Administer and monitor project; Finalise and review project.

BSBMKG543 PLAN AND INTERPRET MARKET RESEARCH

In this unit you will learn how to plan market research and interpret the results of the research. You will also learn how to report on the market research data. Topics include: Plan market research; Perform market research; Assess results of market research; Report on market research.

BSBMKG545 CONDUCT MARKETING AUDITS

In this unit you will learn how to conduct marketing audits related to an organisation's marketing plan. You will also learn how to develop marketing audit reports. Topics include: Prepare for marketing audit; Identify form of marketing audit; Establish external marketing audit; Establish internal marketing (self) audit; Prepare marketing audit report.

BSBMKG546 DEVELOP SOCIAL MEDIA ENGAGEMENT PLANS

In this unit you will learn how to develop social media engagement plans for different groups of people. Topics include: Prepare to develop social media strategy; Devise social media engagement strategy; Facilitate content delivery; Monitor and evaluate social media engagement.

BSBMKG550 PROMOTE PRODUCTS AND SERVICES TO INTERNATIONAL MARKETS

In this unit you will learn how to promote products and services to international markets. Topics include: Plan promotion; Coordinate promotion; Review promotion.

BSBFIN501 MANAGE BUDGETS AND FINANCIAL PLANS

In this unit you will learn how to manage budgets and financial plans for an organisation or a work team. You will also learn how to negotiate and communicate financial plans and processes. Topics include: Plan financial management approaches; Implement and monitor financial management plans; Review and evaluate financial management plans.

BSBOPS504 MANAGE BUSINESS RISK

In this unit you will learn how to manage business risks in an organisation or business unit or area. Topics include: Establish risk context; Identify risks; Analyse risks; Select and implement treatments.

BSBCMM511 COMMUNICATE WITH INFLUENCE

In this unit you will learn how to communicate effectively through making presentations, leading and participating in meetings, and conducting negotiations. Topics include: Identify communication requirements; Negotiate to achieve agreed outcome; Participate in and lead meetings; Make presentations.

Important Information



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 three 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' – BSB50620 Diploma of Marketing and Communication issued by Greystone College. 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: deferring, suspending, or cancelling 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.



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ILSC (Brisbane) PTY LTD is trading as ILSC-Brisbane, ILSC-Sydney, ILSC-Melbourne, ILSC-Adelaide, Greystone College and ILSC Australia
RTO Number 31564, CRICOS Course Code: 02137M.



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. We will continue to keep students updated 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.

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