

**FACULTY OF
BUSINESS**



**BSB61315 ADVANCED
DIPLOMA OF MARKETING AND
COMMUNICATION**

ABOUT OUR FACULTY OF BUSINESS



Imagine Education Australia's Faculty of Business delivers training in a wide variety of specialist areas including business, management, administration, and marketing and communication. Courses are offered from Certificate III level through to Advanced Diploma level. Our highly-skilled trainers are committed to providing our students the best and most up-to-date training in their chosen area of this dynamic field. At Imagine our aim is to give our Faculty of Business students the tools and training to enter the world of business confidently.



STUDENT TESTIMONIAL

"I love how studying at Imagine Education allows me to live on the beautiful Gold Coast! I am learning so much in my classes and I would recommend Imagine's business courses to other international students."

Sandra Wesslen
Sweden
Main Campus

BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



COURSE CODE:

CRICOS CODE:

COURSE LENGTH:

CAREER OUTCOMES:

PRE-REQUISITES:

CAMPUS:

BSB61315

091164D

32 weeks

Marketing director; marketing strategist; national, regional, or global marketing manager

Completion of all core units in BSB52415 Diploma of Marketing and Communication

Brisbane Campus

OVERVIEW

Over 32-weeks students will gain the skills and confidence to lead and manage teams of staff and perform at a managerial level. You will learn key advanced skills including; how to develop and implement diversity policy, business plans, strategic plans, and marketing plans; and how to manage risk. Students studying this qualification may choose to

complete a generic marketing qualification or specialise in direct marketing, public relations, or international marketing. Once you have completed this course you will be qualified to pursue a career in such high-level and in-demand roles as marketing director or strategist, and national, regional, or global marketing manager.

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

Completion of all core units in BSB52415 Diploma of Marketing and Communication

ENTRY REQUIREMENTS

TIMETABLE

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Friday 8:30am – 4:30pm	Day to be determined by your trainer; Monday – Thursday 8:30am – 4:30pm	5 hours per week

* Please note, course timetables are subject to change and attendance is recorded

2020 ACADEMIC CALENDAR

BSB61315 Advanced Diploma of Marketing
and Communication **BRISBANE**

- Start Dates
- Holidays / Public Holiday
- Review

JANUARY						
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DECEMBER						
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2021 ACADEMIC CALENDAR

BSB61315 Advanced Diploma of Marketing
and Communication **BRISBANE**

- Start Dates
- Holidays / Public Holiday
- Review

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CONTACT US



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SPRING HILL QLD 4000

WOOLLOONGABBA CAMPUS

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WOOLLOONGABBA QLD 4102

EMAIL

info@imagineeducation.com.au

WEBSITE

WWW.IMAGINEEDUCATION.COM.AU

OUR COURSES

ENGLISH COURSES

056501E General English; 1 – 60 weeks
056499E IELTS Preparation; 1 – 12 weeks
057239F Young Learners English Program; 1 – 40 weeks
056502D High School Preparation; 60 weeks

BUSINESS, MARKETING & ACCOUNTING COURSES

BSB30115 Certificate III in Business; 22 weeks
BSB40215 Certificate IV in Business; 24 weeks
BSB42415 Certificate IV in Marketing and Communication; 32 weeks
BSB50215 Diploma of Business; 28 weeks
BSB50415 Diploma of Business Administration; 23 weeks
BSB51918 Diploma of Leadership and Management; 36 weeks
BSB52415 Diploma of Marketing and Communication; 32 weeks
BSB60215 Advanced Diploma of Business; 30 weeks
BSB61015 Advanced Diploma of Leadership and Management; 32 weeks
BSB61315 Advanced Diploma of Marketing and Communication; 32 weeks
FNS40217 Certificate IV in Accounting and Bookkeeping; 32 weeks
FNS50217 Diploma of Accounting; 29 weeks
FNS60217 Advanced Diploma of Accounting; 36 weeks

AUTOMOTIVE COURSES

AUR30616 Certificate III in Light Vehicle Mechanical Technology; 60 weeks
AUR40216 Certificate IV in Automotive Mechanical Diagnosis; 36 weeks

CHILD CARE COURSES

CHC30113 Certificate III in Early Childhood Education and Care; 28 weeks
CHC50113 Diploma of Early Childhood Education and Care; 32 weeks

COMMUNITY SERVICES COURSES

CHC33015 Certificate III in Individual Support (Ageing, Home and Community); 27 weeks
CHC43015 Certificate IV in Ageing Support; 39 weeks
CHC43015 Certificate IV in Ageing Support (upgrade); 39 weeks

FITNESS COURSES

SIS30315 Certificate III in Fitness; 36 weeks
SIS40215 Certificate IV in Fitness; 36 weeks

HOSPITALITY COURSES

SIT30616 Certificate III in Hospitality; 40 weeks
SIT30816 Certificate III in Commercial Cookery; 40 weeks
SIT40516 Certificate IV in Commercial Cookery; 25 weeks
SIT50416 Diploma of Hospitality Management; 56 weeks
SIT50416 Diploma of Hospitality Management (Commercial Cookery) (upgrade); 27 weeks
SIT60316 Advanced Diploma of Hospitality Management; 51 weeks

Cricos Provider No. 02695C
National Provider No. 31302
Imagine Education Australia Pty Ltd
Investing in imaginations

The information in this course guide was correct at time of printing
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