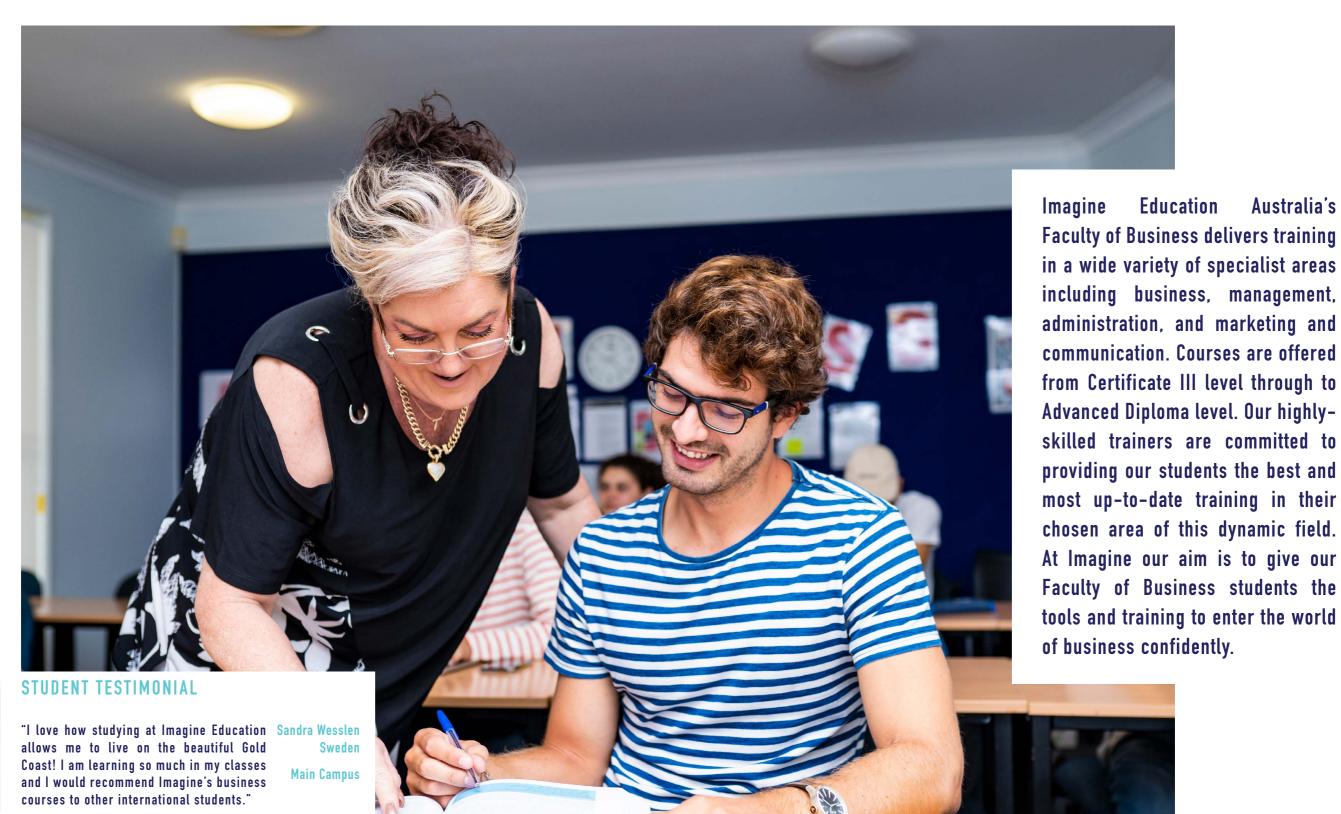
# FACULTY OF BUSINESS



# BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



# ABOUT OUR FACULTY OF BUSINESS





# BSB61315 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



**COURSE CODE:** CRICOS CODE: **COURSE LENGTH:** 

**CAREER OUTCOMES:** 

PRE-REQUISITES:

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

**CAMPUS: 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.

#### **ENTRY REQUIREMENTS**

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

#### **TIMETABLE**

#### TUTORIAL DAY

Friday 8:30am - 4:30pm

#### **RESEARCH DAY**

Day to be determined by your trainer; Monday - Thursday 8:30am - 4:30pm

#### **DISTANCE EDUCATION**

5 hours per week

<sup>\*</sup> Please note, course timetables are subject to change and attendance is recorded

### 2020 ACADEMIC CALENDAR

BSB61315 Advanced Diploma of Marketing and Communication BRISBANE

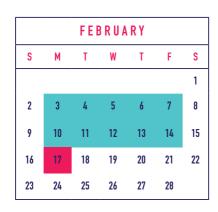
- Start Dates
- Holidays / Public Holiday
- Review

## 2021 ACADEMIC CALENDAR

BSB61315 Advanced Diploma of Marketing and Communication BRISBANE

- Start Dates
- Holidays / Public Holiday
- Review

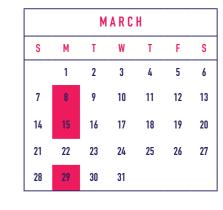
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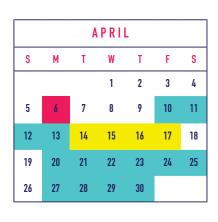


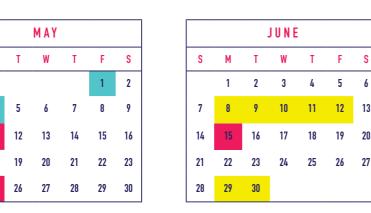
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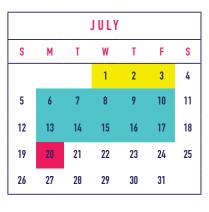






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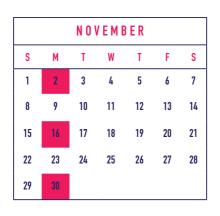


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### CONTACT US



#### MAIN CAMPUS

+617 5552 0900 13 BENOWA ROAD SOUTHPORT QLD 4215

# SOUTHPORT CENTRAL CAMPUS

+617 5571 1122 BUILDING 3F, 9 LAWSON STREET SOUTHPORT QLD 4215

#### **ASHMORE CAMPUS**

+617 5586 2244 151 CURRUMBURRA ROAD ASHMORE QLD 4214

#### 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

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 (May 2019).

#### **BRISBANE CAMPUS**

+617 5521 0595 LEVEL 2, 170 LEICHHARDT STREET SPRING HILL QLD 4000

#### **WOOLLOONGABBA CAMPUS**

12 ANNERLEY ROAD WOOLLOONGABBA OLD 4102

#### **FMAII**

info@imagineeducation.com.au

#### WEBSITE

WWW.IMAGINEEDUCATION.COM.AU

#### 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

#### IMAGINE EDUCATION AUSTRALIA

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