

*Course information including delivery mode has been modified temporarily to reflect Covid-19 Temporary Arrangements*

Qualification Details	
Qualification Name	Diploma of Marketing and Communication <a href="https://training.gov.au/Training/Details/BSB50620">https://training.gov.au/Training/Details/BSB50620</a>
VET National CODE	BSB50620- Release 1 (19/10/2020)
Course CRICOS Code	104989G
Qualification Status	Current

## Provider Details

Legal name	<b>JASMINE EDUCATION GROUP PTY.LTD</b> <a href="https://connectonline.asic.gov.au/RegistrySearch/faces/landing/panelSearch.jspx?searchTab=search&amp;searchText=Jasmin+education+&amp;searchType=OrgAndBusNm&amp;_adf.ctrl-state=m1riq33qj_97">https://connectonline.asic.gov.au/RegistrySearch/faces/landing/panelSearch.jspx?searchTab=search&amp;searchText=Jasmin+education+&amp;searchType=OrgAndBusNm&amp;_adf.ctrl-state=m1riq33qj_97</a>		
Australia Company Number (ACN)	<b><u>132 008 925</u></b>	Australia Business Number (ABN)	<b><u>55 132 008 925</u></b>
Trading Name(College name)	<b>Queen Anne Business College</b> <a href="https://connectonline.asic.gov.au/RegistrySearch/faces/landing/panelSearch.jspx?searchTab=search&amp;searchText=Jasmin+education+&amp;searchType=OrgAndBusNm&amp;_adf.ctrl-state=m1riq33qj_97">https://connectonline.asic.gov.au/RegistrySearch/faces/landing/panelSearch.jspx?searchTab=search&amp;searchText=Jasmin+education+&amp;searchType=OrgAndBusNm&amp;_adf.ctrl-state=m1riq33qj_97</a>		
Registered Training provider # (RTO #)	<b>40458</b> <a href="https://training.gov.au/Organisation/Details/40458">https://training.gov.au/Organisation/Details/40458</a>	CRICOS Registration #	<b>03240D</b> <a href="https://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03240D">https://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03240D</a>

Course Delivery Information	
Delivery Location	<p><b>Bankstown Campus:</b> Level 1, 49 Raymond Street Bankstown, NSW 2200 (closed temporarily due to covid- 19)</p> <p><b>Sydney CBC Location:</b> 4/225 Clarence Street, Sydney NSW 2000</p> <p><i>Due to Coved -19, all courses are delivered online and distance learning for now. The college will notify all learners of any changes to the delivery mode as soon as practical.</i></p>
Delivery Mode	<ul style="list-style-type: none"> <li>For international students and as per the National Code 2018, the</li> </ul>

(Mixed Mode) (Online-Distance Education)	<p>Delivery mode by default is face to face in class.</p> <p>✓ <i>However, due to the government restrictions to ensure safety due to the Covid -19 pandemic, all courses are being delivered by blended mode of delivery through a mix of online education via Google meet sessions and distance learning until further notice.</i></p> <p>✓ The college will notify all learners of any changes to the delivery mode as soon as practical.</p>
<b>Course Duration</b>	<ul style="list-style-type: none"> <li>78 weeks (60 weeks of teaching Plus 18 weeks of holidays).</li> </ul>
<b>Contact Weeks and delivery mode</b>	<ul style="list-style-type: none"> <li>60 weeks (20 hours per week x 60 weeks = 1,200 hours), including: <ul style="list-style-type: none"> <li>Online sessions</li> <li>Distance learning</li> <li>Assessment</li> </ul> </li> <li>More details will be given during orientation and at the start of each unit of competency.</li> </ul>
<b>Notification to Future and Current student</b>	
<p><b>Disclaimer and Notification to Our Stockholders and students covering:</b></p> <p><b>1-Delivery Arrangements and Ownership notification.</b></p> <p><b>2-Covid-19 delivery temporary changes</b></p>	<ul style="list-style-type: none"> <li>Delivery location is shared with other colleges. All colleges on the same site are owned by the same person.</li> <li>All colleges on the same site are CRICOS registered. Please see details below <ul style="list-style-type: none"> <li>Jasmine Education Group Pty Ltd t/as Queen Anne English College and Queen Anne Business College. <a href="http://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03240D">http://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03240D</a></li> <li>Queen Anne English College –Australia Pty Ltd t/as My English College (MEC) <a href="http://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03692J">http://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03692J</a></li> <li>Australian International Training Academy Pty Ltd t/as My Business Colleges (MBC) <a href="http://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03694G">http://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=03694G</a></li> </ul> </li> <li>To achieve operational efficiency and ensure effective governance, some services may be shared between the above 3 institutions.</li> <li>Examples of Shared Services may include but are not limited to the delivery of ELICOS teaching levels under the following conditions as well as some common units of competency. <ul style="list-style-type: none"> <li>Students at the same level of English proficiency, and 18 years of age or over at the commencement date.</li> <li>Similar textbook (Using the same textbook and learning resources).</li> <li>Same ELICOS Teacher</li> <li>Not more than 18 students in one class at any given time.</li> </ul> </li> <li>Another example is the delivery of some vocational units of competence; especially both colleges are offering BSBS qualifications. Common units sometimes will be delivered in the same classroom by the same qualified trainer and assessor.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Any questions regarding the above operational arrangements, either speak to our student care team or call us at 02 9707 4840.</b></li> </ul>
<b>About The Course (Qualification)</b>	
<b>Course overview (Qualification Description)</b>	<p>This qualification reflects the role of individuals who use a sound theoretical knowledge base in marketing and communication and who demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. Typically, the individuals would have responsibility for the work of other staff and lead teams.</p> <p>This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.</p>
<b>Licensing/Regulatory Information</b>	<b>No</b> licensing, legislative or certification requirements apply to this qualification at the time of publication.
<b>Target Group</b>	<p>International Students who are:</p> <ul style="list-style-type: none"> <li>- Seeking to pursue a career in marketing and communication as a manager</li> <li>- Seeking to enter a new industry sector</li> <li>- Seeking a pathway to higher level qualifications.</li> </ul>
<b>Nationally recognized Qualification</b>	Upon successful completion of the program, you will be awarded the nationally recognized qualification, a <b>BSB50620 - Diploma of Marketing and Communication</b>
<b>Qualification pathways and Further Education pathways</b>	<p>Students who complete this course may wish to further their study into the Advanced Diploma of Marketing and Communication.</p> <p>Students can seek further studies either into:</p> <ul style="list-style-type: none"> <li>• Vocational education: Advance Diploma of Leadership and Management, Advanced Diploma of Marketing and Communication or Advanced Diploma of Business related qualifications (some qualification may require a specific prerequisite and/or entry requirements) so please contact your prospective provider.</li> </ul> <p>Higher education qualification</p>
<b>Potential Career Outcomes</b>	<ul style="list-style-type: none"> <li>• Marketing Manager</li> <li>• Campaign Manager</li> <li>• Promotions Manager</li> <li>• Account Manager (Advertising)</li> <li>• Advertising Account Planner</li> <li>• International Marketing Coordinator (Education)</li> </ul>

	Public Relations Officer				
	Please note that job titles and roles may vary across different industry sectors.				
<b>Entry Requirements</b>					
<b>Entry requirements and prerequisites</b>	<ul style="list-style-type: none"> <li>✓ Entry to this qualification is limited to those who:</li> <li>✓ Have completed the following units (or equivalent competencies): BSBCMM411 Make presentations; BSBCRT412 Articulate, present and debate ideas; BSBMKG433 Undertake marketing activities; BSBMKG435 Analyse consumer behaviour; BSBMKG439 Develop and apply knowledge of communications industry; and BSBWRT411 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.</li> <li>✓ or</li> <li>✓ Have two years equivalent full-time relevant work experience.</li> </ul> <p>✓ <i>However, you must meet the College entry requirements criteria as mentioned in this document.</i></p>				
<b>Queen Anne Business Entry requirements</b>	<p>The College has the following entry requirements for International students :</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #d9ead3; text-align: center;"><b>Age</b></td> <td>Be at least 18 years of age</td> </tr> <tr> <td style="background-color: #d9ead3; text-align: center;"><b>English Language And LLN</b></td> <td> <ul style="list-style-type: none"> <li>✓ IELTS score of 5.5 or equivalent. Results should not be more than 3 year old).</li> <li>✓ International Students may not be required to provide evidence of English Language competence where documented evidence can be provided to demonstrate any of the following:                             <ul style="list-style-type: none"> <li>• The student was educated for 5 years in the English-speaking country.</li> <li>• The student has successfully completed at least 6 months of another Certificate IV level course in an Australian RTO and passed at least 50% of the units as evidenced by a Statement of Attainment.</li> <li>• the student has successfully completed a foundation course in Australia</li> <li>• The student has successfully completed an English Placement Test administered by the college with a result of at least Upper-</li> </ul> </li> </ul> </td> </tr> </table>	<b>Age</b>	Be at least 18 years of age	<b>English Language And LLN</b>	<ul style="list-style-type: none"> <li>✓ IELTS score of 5.5 or equivalent. Results should not be more than 3 year old).</li> <li>✓ International Students may not be required to provide evidence of English Language competence where documented evidence can be provided to demonstrate any of the following:                             <ul style="list-style-type: none"> <li>• The student was educated for 5 years in the English-speaking country.</li> <li>• The student has successfully completed at least 6 months of another Certificate IV level course in an Australian RTO and passed at least 50% of the units as evidenced by a Statement of Attainment.</li> <li>• the student has successfully completed a foundation course in Australia</li> <li>• The student has successfully completed an English Placement Test administered by the college with a result of at least Upper-</li> </ul> </li> </ul>
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		<p>intermediate level.</p> <ul style="list-style-type: none"> <li>The student has successfully completed their High School in the English Language.</li> </ul> <p>✓ If you are not able to provide proof of the above, you must complete a language, literacy and numeracy test managed by the college. Therefore, your letter of offer will be conditional on those test results.</p>
	<b>Digital Literacy</b>	<p>✓ Have a suitable level of digital literacy skills as demonstrated through undertaking a digital literacy test. <a href="http://www.digitalliteracy.eu/">http://www.digitalliteracy.eu/</a> - a minimum score of 50% is required</p>
	<b>OSHC</b>	<p>An international student must have overseas valid and current health cover. If you don't have one, the student care team can help you to get one.</p>
	<b>USI</b>	<p>You will need to provide your USI. If you don't have one, our student care team can help you apply for one.</p>
	<b>Education</b>	<ul style="list-style-type: none"> <li>Must have completed at least the equivalent of Year 12.</li> <li>Students with no formal Qualification must set the college Business services skill test.</li> </ul>

## Course Costs

Fee Type	Refundable	Amount
<b>Application(Enrolment ) Fees</b>	No	<b>AU\$250.00</b>
<b>Course Tuition fees</b>	See refund policy on our website <a href="http://www.qaec.nsw.edu.au">www.qaec.nsw.edu.au</a>	<b>AU\$20,000.00</b>
<b>Non Tuition Fees</b> Estimative other non-tuition fees are available on our website <a href="http://www.qaec.nsw.edu.au">www.qaec.nsw.edu.au</a>	See refund policy on our website <a href="http://www.qaec.nsw.edu.au">www.qaec.nsw.edu.au</a>	

**Note:**

- A detailed payment plan and payment arrangements are provided in the letter of offer and

written agreement (the contract) which is provided to the student on acceptance into the course.

- Course fees do not include computer software or textbooks which are to be purchased at the student's own cost if needed for the course.
- Non-payment of course fees may result in the cancellation of enrolment.
- International students are also required to take out Overseas Health Insurance Cover before arriving in Australia.
- Details of OSHC provider in the International Student Handbook.
- Additional costs associated with living in Australia are outlined in the International Student Handbook. Students should carefully review these costs in relation to budgeting. Further information can be found at <https://www.studyinaustralia.gov.au/english/live-in-australia/living-costs>.

## Enrolment Process

To be able to make an informed decision about The course or any other course, prospective students are advised to:

- Read the course-related information in this document.
- Read information about living and studying in Australia.
- Information is available on our website [www.qaec.nsw.edu.au](http://www.qaec.nsw.edu.au)
- Check if you meet the course entry requirements.
- If you still have any questions, feel free to speak to us at **02 9707 4840**

### Enrolment process

1. Get the application form:
  - a. Download from our website
  - b. Call us or email us to send you a copy if you cannot download it.
2. Fill in the application, attach all the required documents.
3. Send the application form back to the college. Make sure you attaché all the required documents including passport, qualifications, etc. as per the document checklist in the application form.
4. Documents can be sent to the college by:
  - a. Bankstown Campus: Level 1, 49 Raymond Street Bankstown, NSW 2200
  - b. Mail: 4/225 Clarence Street, Sydney NSW 2000
  - C. E-Mail [admin@qaec.nsw.edu.au](mailto:admin@qaec.nsw.edu.au)
  - D. Once received, College will assess your application and determine your eligibility for enrolment.
  - E. If the application is not complete or rejected, you will receive an email explaining the reason for rejections or explaining the missing documents.
  - F. If your application is accepted, you will receive a letter of the offer along with an international student agreement. Both together called student contract. The contract will detail the major and important information

about your course. The full information is available in our website.

Example of information in your contract will include:

- Course name and code including CRICOS code
- Course duration
- Course start and end.
- Course delivery location and mood
- Course units and any prerequisite
- Required attendance and total hours allocated
- Information about refund
- Information about privacy
- Information about attendance and course progress
- Information about your visa conditions.
- fees (tuition and non-tuition fees)
- Any admission conditions
- Summary of any other important related

G. Read your letter of the offer carefully, ask any question you may have then, sign and send it back to the college

H. Once you sign your contract, you can make the payment as indicated in your offer.

I. The college will issue your e -Coe and send it to you.

## Orientation

Students are provided with an orientation and induction into the course and the Australian way of life. Orientation will include information about the college and living in Australia, accessing support services and outline the importance of visa conditions for international students.

## Education Agents

A list of our education agents is available on our website <http://qaec.nsw.edu.au/>

## **Training Arrangement and Resources Requirements**

*Modified to for COVID-19 changes*

- **Training** consists of 20 hours per week which divided between:
  - Online Sessions
  - Distance learning (research, case studies, business articles, videos and other readings.)
  - Assessment
- Online sessions are planned to ensure that students have a mixture of practical and theoretical components and those sessions cater for a wide variety of learning styles.
- Additionally, workplace practices and environments will be simulated as much as possible and practical and used to conduct skills-based assessments in accordance with unit requirements.

- **Resources, facilities and Equipment:**

The resources, facilities and equipment which will be used for this course are:

- General business and office equipment such as telephones, scanners and printers.
- Desktop and laptop computers
- Wi-Fi/Internet Access
- Data projectors
- Whiteboards
- Note that students must have their own laptop and a USB. These must have Microsoft Office or similar installed.

Students will be provided with training material either online or in a workbook, learners guide to supplement the training material and assessment activities for the units of competence.

**Students must have access to the following resources:**

-Computer -Internet -Email -Printer -Scanner - Software such as MS WORD, Excel and PowerPoint -Latest Adobe flash player/Adobe reader.

**Training resources may also include:**

- Study guides,
- Textbooks,
- CDs and DVDs,
- Handouts,
- Electronic notes
- Web resources and reading material.

Students will skill and techniques via teacher presentations, project work, practical exercises, research, readings and presentations using industry-standard applications and materials/tools.

## Course Structure

This qualification consists of 12 units of competency. This qualification has 5 core units, 7 units are elective units.

Unit Name	Unit Code
<b>BSBMKG541</b>	<b>Identify and evaluate marketing opportunities</b>
<b>BSBMKG542</b>	<b>Establish and monitor the marketing mix</b>
<b>BSBMKG552</b>	<b>Design and develop marketing communication plans</b>
<b>BSBMKG555</b>	<b>Write persuasive copy</b>
<b>BSBPMG430</b>	<b>Undertake project work</b>
<b>BSBMKG543</b>	<b>Plan and interpret market research</b>
<b>BSBMKG544</b>	<b>Plan and monitor direct marketing activities</b>



<b>BSBMKG545</b>	<b>Conduct marketing audits</b>
<b>BSBFIN501</b>	<b>Manage budgets and financial plans</b>
<b>BSBOPS504</b>	<b>Manage business risk</b>
<b>BSBOPS505</b>	<b>Manage organisational customer service</b>
<b>BSBPEF501</b>	<b>Manage personal and professional development</b>

Students may enroll at the start of any unit within the course as the college offers a program of rolling enrolments

### Course Attendance and Academic Progress

- As an international student “satisfactory course progress” and “attendance” is required to meet visa requirements. More information can be found in the International Student Handbook that also includes information on the specific support that is available to international students.
- Students who are identified as being at risk of not meeting course progress requirements will be provided with additional support as recorded in an intervention strategy. The student handbook can be found online at <http://qaec.nsw.edu.au>
- Attending the online sessions is highly recommended to progress academically.
- The student is advised to maintain a satisfactory level of attendance and maintain course progress on orientation day and along the course.
- The college will monitor online attendance and course progress and will intervene where low attendance/progress is noted.
- The college is offering academic support to students to ensure they can complete within the enrollment duration. Example of academic support include:
  - Extra online sessions and academic support sessions, where a trainer is available in specific times to offer academic support to students.
  - Distance support by Email is available as well.

### Assessment

Assessment methods used for this qualification will provide a range of ways for individuals to demonstrate that they have met the required outcomes including:

- Projects
- Presentations
- Report writing
- Observations
- Questioning (oral or written)
  
- Group work and discussions (case studies, role plays), project (workplace research project),

At the beginning of each unit, trainers will outline the assessment tasks that must be completed.

## Students Support

Students are supported by their industry experienced trainer via phone and email. All students will be provided with a range of learning support options and resources to help them achieve competency. This includes:

- Mentoring from trainers.
- Additional online classes, tutorials and workshops.
- Language support
- Academic skills support as well as study skills tutorials.
- Computer and technology support.
- Referral to external support services when required

## Course Credits/RPL

- ✓ Students may apply for recognition of existing qualifications or skills, knowledge and experience (credit transfer or recognition of prior learning) as per the information included in our International Student Handbook.
- ✓ For international students, the granting of course credit may affect your course fees as well as the duration of your course.
- ✓ The result of your application for credit and any changes to fees or course duration will be advised to you in writing.
- ✓ If course credit is granted following the issuance of your Confirmation of Enrolment, you will receive a new Confirmation of Enrolment showing a reduced duration.
- For any questions about course credit, contact us at the details shown below.

## Timetable

- The college offers morning, afternoon, and evening classes from Monday to Sunday.
- Final confirmation of your timetable, including the timing of breaks, will be provided at orientation.
- ***Due to Covid -19, all courses are delivered online and distance learning until further notice. the college will notify all learners of any changes to the delivery mode as soon as practical.***
- Modified timetables will be sent to you including a mix of online sessions and distance learning sessions as well as the availability of academic support sessions.

## Other Related Policies

Please see the student handbook for details on all policies and procedures. The student handbook is available on your website [www.qaec.nsw.edu.au](http://www.qaec.nsw.edu.au)

## Consumer Rights

We will inform prospective students about their rights as a consumer, in accordance with NSW laws.

### Contact Details

For more information or any questions please: Call us 02 9707 4840 or email us:  
admin@qaec.nsw.edu.au