

Course information for BSB60520 Advanced Diploma of Marketing and Communication



Qualification Details	
Qualification Name	Advanced Diploma of Marketing and Communication https://training.gov.au/Training/Details/BSB60520
VET National CODE	BSB60520- Release 2 (19/10/2020)
Qualification Status	Current

Provider Details			
Legal name	JASMINE EDUCATION GROUP PTY.LTD https://connectonline.asic.gov.au/RegistrySearch/faces/landing/panelSearch.jspx?searchTab=search&searchText=Jasmin+education+&searchType=OrgAndBusNm&_adf.ctrl-state=m1rq33qj_97		
Australia Company Number (ACN)	<u>132 008 925</u>	Australia Business Number (ABN)	<u>55 132 008 925</u>
Trading Name (College name)	Queen Anne Business College https://connectonline.asic.gov.au/RegistrySearch/faces/landing/panelSearch.jspx?searchTab=search&searchText=Jasmin+education+&searchType=OrgAndBusNm&_adf.ctrl-state=m1rq33qj_97		
RTO Code	40458 https://training.gov.au/Organisation/Details/40458	CRICOS Provider Code	03240D https://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=0_3240D

Course Delivery Information	
Delivery Location	<ul style="list-style-type: none"> Bankstown Campus: Level 1, 49 Raymond Street ,Bankstown NSW 2200 Sydney CBC Location: 4/225 Clarence Street, Sydney NSW 2000
Delivery Mode	<p>This qualification program is delivered in blended delivery mode. The program includes:</p> <ul style="list-style-type: none"> Face to face class-based training Structured Self-paced study <p>Face to face class-based training</p> <p>Students will participate in scheduled class-based training. Classes are led by trainers and include lectures, presentations, tutorials, training activities, discussions, and group-based activities.</p> <p>Self-paced study</p> <p>Students will be provided access to self-study guide for completion of a range of activities. This self-paced study is a mandatory component of the course and completion of these activities will be monitored.</p>
Course Duration	This qualification will be delivered over 78 weeks, including 60 weeks of training and assessment spread over 6 terms of 10 weeks each and 18 weeks of holidays.

About The Course (Qualification)	
Course overview (Qualification Description)	<ul style="list-style-type: none"> This qualification reflects the role of individuals who provide leadership and support strategic direction in the marketing and communications activities of an organisation. Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation. 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.
Licensing/Regulatory Information	No licensing, legislative or certification requirements apply to this qualification at the time of publication.
Target Group	<ul style="list-style-type: none"> International students, onshore/offshore, between the ages of 18- 50, looking to improve their managerial knowledge & skills to gain higher management positions upon return to their home country. Will come from a variety of national and ethnic backgrounds. Includes students who are seeking employment, career upgrade

	<p>or a new career in organization learning and capability development after graduation.</p> <ul style="list-style-type: none"> • May have existing knowledge and skills in management – either through previous qualifications or work experience, or a combination of both. • Is seeking a pathway to higher-level qualifications. <p>Other characteristics of the target group:</p> <ul style="list-style-type: none"> • Students may have work or study experience. Credit and/or RPL can also be provided for those with existing skills and knowledge in addition to the entry requirements allowing such students to complete the course in a shorter timeframe. • Many will speak English as a second language, however, they must meet the English language requirements prior to enrolment
Nationally recognized Qualification	Upon successful completion of the program, you will be awarded the nationally recognized qualification, a BSB60520-Advanced Diploma of Marketing and Communication
Further Education pathways	<ul style="list-style-type: none"> • Students who complete this course may seek enrolment to a higher-level Graduates may seek to progress to a higher-level qualification like Master of Business/ management. (Entry requirements may vary).
Potential Career Outcomes	<p>Career/Employment Pathways. Possible job titles relevant to this qualification include:</p> <ul style="list-style-type: none"> • Marketing Administrative Assistant. • Assistant Marketing Manager. • Marketing Assistant.
Entry Requirements	
Training Package Entry requirements and prerequisites	<p><u>Training Package entry requirements</u></p> <p>Entry to this qualification is limited to those who:</p> <ul style="list-style-type: none"> • Have completed BSB52415 Diploma of Marketing and Communication <p>or</p> <ul style="list-style-type: none"> • Have completed the following units (or equivalent competencies): BSBMKG541 Identify and evaluate marketing opportunities; BSBMKG542 Establish and monitor the marketing mix; BSBMKG552 Design and develop marketing communication plans; BSBMKG555 Write persuasive copy; and BSBPMG430 Undertake project work. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

	<p>or</p> <ul style="list-style-type: none"> Have four years equivalent full-time relevant work experience. <p>However, you must meet the College entry requirements criteria as below.</p>				
<p>Queen Anne Business Entry requirements</p>	<p>The College has the following entry requirements for international students:</p> <table border="1" data-bbox="505 541 1435 1822"> <tr> <td data-bbox="505 541 699 604"> <p>Age</p> </td> <td data-bbox="699 541 1435 604"> <p>Be at least 18 years of age</p> </td> </tr> <tr> <td data-bbox="505 604 699 1822"> <p>English Language And LLN</p> </td> <td data-bbox="699 604 1435 1822"> <ul style="list-style-type: none"> IELTS score of 6.0 or equivalent. (test results must be no more than 2 years old). 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"> The student was educated for 5 years in the English-speaking country. Successful completion of an English Placement Test and achieve Advanced level. Other English language tests such as PTE and TOEFL can be accepted. Students are required to provide their results so that it can be confirmed they are equivalent to IELTS 6.0 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. the student has successfully completed a foundation course in Australia. <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> </td> </tr> </table>	<p>Age</p>	<p>Be at least 18 years of age</p>	<p>English Language And LLN</p>	<ul style="list-style-type: none"> IELTS score of 6.0 or equivalent. (test results must be no more than 2 years old). 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"> The student was educated for 5 years in the English-speaking country. Successful completion of an English Placement Test and achieve Advanced level. Other English language tests such as PTE and TOEFL can be accepted. Students are required to provide their results so that it can be confirmed they are equivalent to IELTS 6.0 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. the student has successfully completed a foundation course in Australia. <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>
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	Digital Literacy	Have a suitable level of digital literacy skills as demonstrated through undertaking a digital literacy test. http://www.digitalliteracy.eu - a minimum score of 50% is required.
	USI	You will need to provide your USI. If you don't have one, our student care team can help you apply for one.
	Education	<ul style="list-style-type: none"> • Must have completed at least the equivalent of Year 12. • Students with no formal Qualification must set the college Business services skill test.

Course Costs

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

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
- Check if you meet the course entry requirements.
- If you still have any questions, feel free to speak to us on **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 attach 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 E-Mail admin@qaec.nsw.edu.au
 - C. Once received, the College will assess your application and determine your eligibility for enrolment.
 - D. If the application is not complete or rejected, you will receive an email explaining the reason for rejections or explaining the missing documents.
 - E. 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 on 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
- F. Read your letter of the offer carefully, ask any question you may have, then sign, and send it back to the college.
- G. Once you sign your contract, you can make the payment as indicated in your offer.
- H. 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

- **Training**

This Qualification will be delivered over 78 weeks including:

- 60 weeks of training and assessment spread over 6 terms of 10 weeks each plus 18 weeks of holidays.
- This duration will allow learners to fully absorb the required knowledge, and to develop skills over time in the different contexts they would experience in the workplace.
- Students are required to attend 14 hours of classroom training per week including 1 hr. of assessment discussion and follow up with the trainer/assessors in class., and complete structured self-study of 6 hours per week. Homework is expected to be approximately 5 hours a week.
- Delivery methodologies employ terminology, equipment, resources, materials, contexts, practices, and activities associated with the business (or related) role in the workplace.

Queen Anne Business College has purchased training and assessment resources from RTO Works, specifically their Business Works range, and has a complete set of training materials which includes the following:

- User Guide: The User Guide provides important information relating to the delivery of quality training and assessment.
- Trainer Guide: The Trainer Guide provides the trainer with training content, activities, delivery resources, and links to videos, further reading and additional material to help guide delivery. The Trainer Guide is in the 'Training' folder for each unit.
- Student Guide: The Student Guide provides students with learning content, activities and links to videos, further reading and additional material to help develop knowledge and skills.
- PowerPoint presentation: Each trainer and student guide are supported by a PowerPoint presentation. The slides highlight key learning points.
- Trainer Guide Mapping: A trainer guide mapping is included with each unit of competency. It shows how the content of each guide aligns to the unit of competency. A trainer guide mapping is found in the 'Training' folder for each unit.

- **Resources, facilities, and Equipment:**

- Queen Anne Business College ensures has ensured that every unit of competency in this qualification program has been reviewed to identify specific resource requirements for both learning and assessment.
- Resources provided include the following:
 - Training materials
 - Assessment materials
 - Simulated workplace facilities
 - Classroom facilities

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1. Training Materials

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2. Assessment Materials

Assessment resources comprise of:

- **User Guide:** The User Guide provides important information relating to the delivery of quality training and assessment.
- **Assessor Marking Guide:** The Assessor Marking Guide includes assessment tasks, checklists and marking guidance. It also provides unit-specific advice on delivering assessment.
- **Student Assessment Tasks:** The Student Assessment Tasks include the tasks as well as guidance about how to complete each assessment. Submission information and relevant forms are also included. The Student Assessment Tasks can be found in the 'Assessment' folder for each unit.
- **Assessment Mapping:** A mapping guide is included as a separate document to show how each assessment task maps to the unit of competency. There is an assessment mapping in the 'Mapping' folder for each unit of competency.
- **Supporting resources:** Supporting resources include forms, templates and checklists that should be used when preparing for and marking assessment tasks. There are relevant supporting resources in the 'Assessor resources' folder for each unit of competency and a list of the supporting resources relevant to each assessment task in the Assessor Marking Guide.

3. Simulated workplace facilities

- Queen Anne Business College uses simulated workplace environments throughout our training and assessment processes.
- The simulated workplace is achieved by using equipment, tools, technology, workplace conditions, legislation, quality standards and approaches to work that match those currently employed in industry.
- Our simulated workplace includes the following facilities and resources:
 - Simulated organisation policies and procedures

- Simulated organisation forms, templates, plans and documentation.
- Relevant business applications including:
 - Microsoft Windows
 - Microsoft Office suite (Word, Excel, PowerPoint, Outlook)
 - DropBox and Google Drive
 - Zoom and Teams
 - Internet access at appropriate business speeds
 - IT hardware including personal computers, printers and other relevant office equipment including photocopiers and scanners.
 - Meeting rooms for simulation of interviews, meetings, and other workplace discussions.
 - Telephones and other communication equipment
 - Office furniture including chairs, tables, and cabinets.
- The environment is created to suit the specific unit requirements and the trainer reinforces understanding through relating to their own experience and through the use of learning materials e.g., textbooks, handouts, or videos. Depending on the unit content and context the classroom environment is adapted to recreate the simulated work environment.

4. Classroom facilities

All Queen Anne Business College classrooms are fitted with, or have access to, the following:

- Desks
- Chairs
- Whiteboard and markers
- Overhead Projector
- Data Projector
- Stationery required to complete activities.
- Air-conditioning, fans and/or heating

Additionally, campus facilities include:

- Photocopiers, scanners, and other office equipment
- Bathroom facilities, including facilities with disability access.
- Access to public transport
- Drinking water

All students are required to attend classes as part of their obligations when enrolling into this program, so facilities are available to all students.

Course Structure

This qualification consists of 12 units of competency. This qualification has 4 core units and 8 elective units.

Unit Code	Unit Name	C/E
BSBMKG626	Develop advertising campaigns	E
BSBSTR601	Manage innovation and continuous improvement	E
BSBOPS601	Develop and implement business plans	E
BSBTWK601	Develop and maintain strategic business networks	C
BSBMKG621	Develop organisational marketing strategy	C
BSBMKG622	Manage organisational marketing processes	C
BSBMKG623	Develop marketing plans	C
BSBLDR601	Lead and manage organisational change	E
BSBCRT611	Apply critical thinking for complex problem solving	E
BSBFIN501	Manage budgets and financial plans	E
BSBCRT512	Originate and develop concepts	E
BSBMKG624	Manage market research	E

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 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 throughout the course.
- The college will monitor 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:
 - 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 that already have a Statement of Attainment for a Unit of Competency may apply for Course Credit. Students that believe they already have the skills and knowledge required to demonstrate competency can request Recognition of Prior Learning (RPL). RPL may reduce the length of a student's course.
- QABC requires students to complete the Application for credit/RPL form for assessment by the relevant trainer. Evidence is required to substantiate previous knowledge/qualifications.
- QABC may require students to complete an assessment to demonstrate competency.
- If QABC grants the student course credit/RPL which leads to a shortening of the student's course before the student visa is granted, the CoE will indicate the actual net course duration for the course. If course credit/RPL is granted after the student's visa is granted, any change of course duration will be reported to DHA via PRISMS within 31 days after the event as specified under Section 19 of the ESOS Act.

- The granting of course credit may affect course fees as well as the duration of the course.
- This process is outlined in Queen Anne Business College related policies and procedures and Training and Assessment Policy & Procedures.

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.

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

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