



*Knowledge gives power*



# Salisbury College Australia

BSB50620

Diploma of Marketing and Communication

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2024 COURSE

INSTITUTE OF GLOBAL EDUCATION AND TRAINING PTY LTD  
L4 & L5, 14 Railway Parade, BURWOOD NSW 2134  
RTO ID: 45062 | CRICOS ID: 03565E

**BSB50620**

## **Diploma of Marketing and Communication**

**CRICOS Course Code: 108158C**

### **Course Duration**

52 weeks (40 study weeks + 12 weeks holiday)

### **Career Opportunities:**

- Account Planner or Manager
- Advertising Account Manager
- Advertising Creative Director
- Copywriter
- Marketing Team Leader or Manager
- Product Manager
- Public Relations Manager

### **Delivery method:**

Face to face



### **Course Description**

This course offers unique, industry-led approaches to developing the creative and business communication skills essential for life and work. Learn how to interpret market trends, design and implement strategies relating to media and social media engagement.



### **Award**

Successful completion of all the twelve (12) unit of competencies required to be awarded with an AQF certification.

Partial completions will be awarded with a Statement of Attainment.

### **Study Pathway**

Students may further continue their study in BSB60520 Advanced Diploma of Marketing and Communication

# BSB50620

## Diploma of Marketing and Communication

CRICOS Course Code: 108158C

### Trainer Description



Dear Student,

My name is **Aminul Islam**. Welcome to Salisbury College Australia and congratulations on having made the best investment for your future. The staff are all so friendly and the teachers are all very dedicated. As well as that, the facilities are great and most importantly it's a really fun environment to work and study in. Teaching is my passion. I have worked for several RTOs in Sydney and I am pursuing a Master degree in Accounting, Bachelor of Business Administration (BBA-majoring in Finance & Banking) and Bachelor of Commerce. Also, Advanced Diploma in Leadership & Management, Advanced Diploma of Marketing & Communication and Continuously attended the professional development (Trainer-Assessor PD Activity) seminar.

I have worked on a variety of projects as a senior account manager and have earned a reputation of integrity. I am very passionate to share my experience and making a positive difference in the lives of our students. I am your constant companion throughout your quest to successfully conquer knowledge.

My personal motto is simple: Have fun learning and don't think too much.


### Total number of units 12 (5 Core and 7 Electives)

Core Unit		
1	BSBMKG541	Identify and evaluate marketing opportunities
2	BSBMKG542	Establish and monitor the marketing mix
3	BSBMKG552	Design and develop marketing communication plans
4	BSBMKG555	Write persuasive copy
5	BSBPMG430	Undertake project work
Elective Units		
1	SIRXMKT006	Develop a social media strategy
2	BSBMKG546	Develop social media engagement plans
3	BSBMKG551	Create multiplatform advertisements for mass media
4	BSBCMM511	Communicate with influence
5	BSBOPS504	Manage business risk
6	BSBCRT512	Originate and develop concepts
7	BSBPEF501	Manage personal and professional development

*Your success starts with us*



## How to apply?

 Level 5, 14 Railway Parade  
Burwood NSW 2134

 1300 121 888

 admissions@sc.edu.au

 www.sc.edu.au

