



# MANAGEMENT

IS DOING THINGS RIGHT;

THE KEY TO **SUCCESS**

IS DOING THE RIGHT THINGS

Advanced Diploma

**OF MARKETING AND COMMUNICATION**

(1.5 YEARS)

**'Go forward'**

[www.sydneycollege.nsw.edu.au](http://www.sydneycollege.nsw.edu.au)

RTO No 40896 CRICOS  
Provider Code 03409F



# Welcome

by **the Principle Executive Officer**

The mission of the Sydney College is a simple one - we provide quality training and assessment to our students to enable them to gain the highest level of skills and knowledge in the hospitality and cookery industry sector.

Harmonising theory and practice and integrating them successfully with the all the aspects and requirements of training and assessment, is the aim of the learning process. At Sydney College, we have established our objectives based on the needs of the industry, expectations of the employers and requirements of the educational standards. These long-term objectives together with the ongoing quality training and assessment have led us to achieve the highest quality in our practices.

At Sydney College you will find a friendly and helpful environment with a mixture of nationalities and cultures among staff and students. Students are valued, respected and treated with the highest integrity. We understand the value of differences and the needs of our students and continuously strive to improve our student-centred approach in the delivery of courses.

When you become a part of our college, you will see that Sydney College is not only a means to gain a qualification and an internationally accepted certificate, but also a home for you and a valuable investment for your future. The friends and contacts you make during your study here will provide you with a great opportunity in your industry that may shape career. your future career.

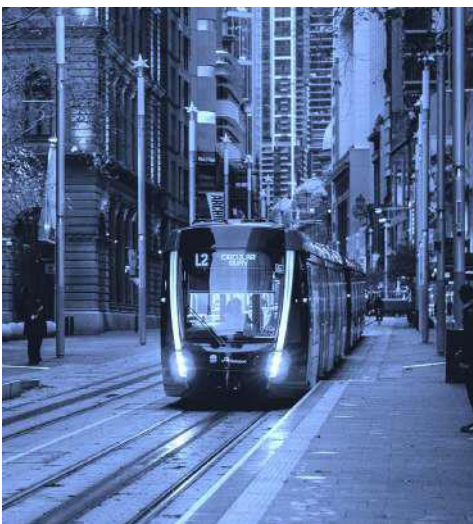
Welcome to everyone.

**Stephen P. Rainer BSc, MB, ChB, FRCPA**  
PEO  
Sydney College

# SYD NEY



is the capital of the Australian state of New South Wales (N.S.W.) and lies on the south-east coast of the continent. It has the largest population of any city in Australia with a population of approximately 5 million 'Sydneyiders'. Sydney is often called the most multicultural city in Australia and one of the most multicultural cities in the world because of the large range of cultures found in the city and its suburbs.



## A LITTLE BIT OF HISTORY

Sydney was established in 1788 at Sydney Cove by Captain Arthur Phillip, of the First Fleet, as a penal colony.

The city is built on hills surrounding one of the world's largest natural harbours, Port Jackson, which is more commonly known as Sydney Harbour, renowned for the iconic Sydney Opera House and the Harbour Bridge.

Sydney city is surrounded by national parks, and the coastal regions feature many bays, rivers and beaches, including the famous Bondi and Manly beaches.

The city itself also has many parks including Hyde Park and the Royal Botanic Gardens.



## SYDNEY TODAY

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Sydney's central business district (CBD) extends southwards for about 3 km from Sydney Cove to the area around Central Train Station. The Sydney CBD is bounded on the east side by a chain of parkland, and the west by Darling Harbour, a tourist and nightlife precinct.

Sydney has a huge range of sporting and recreational opportunities for residents, workers and visitors. The city contains a diverse network of public parks and reserves varying from bushland areas to formal parks and sportsgrounds.

Sydney City Council provides many facilities including playgrounds, sports fields, town halls, community centres and meeting rooms available for hire, swimming centres, tennis courts and a skating facilities.



ADVANCED DIPLOMA  
OF **MARKETING AND  
COMMUNICATION**

BSB60520

# ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

CRICOS Course Code  
104519D

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 specialized 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 organization.

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.

## Possible job titles

- Advertising Account Planning Manager
- Marketing Manager
- Client Services Director
- Marketing Director
- Advertising Account Director
- Marketing Strategist
- Client Services Executive

## Entry requirements

Entry to this qualification is limited to those individuals who have completed all core units in BSB52415 Diploma of Marketing and Communication.

## Assessments

Assessments consist of:

- Practical demonstration
- Projects assessments
- Written questions
- Role-plays
- Simulated workplace demonstration

## Entry requirements for International Students

- 18 years of age or over
- An overall band score of IELTS 6.0 or equivalent
- Satisfactory completion of year 10 or equivalent



BSB60520

# ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

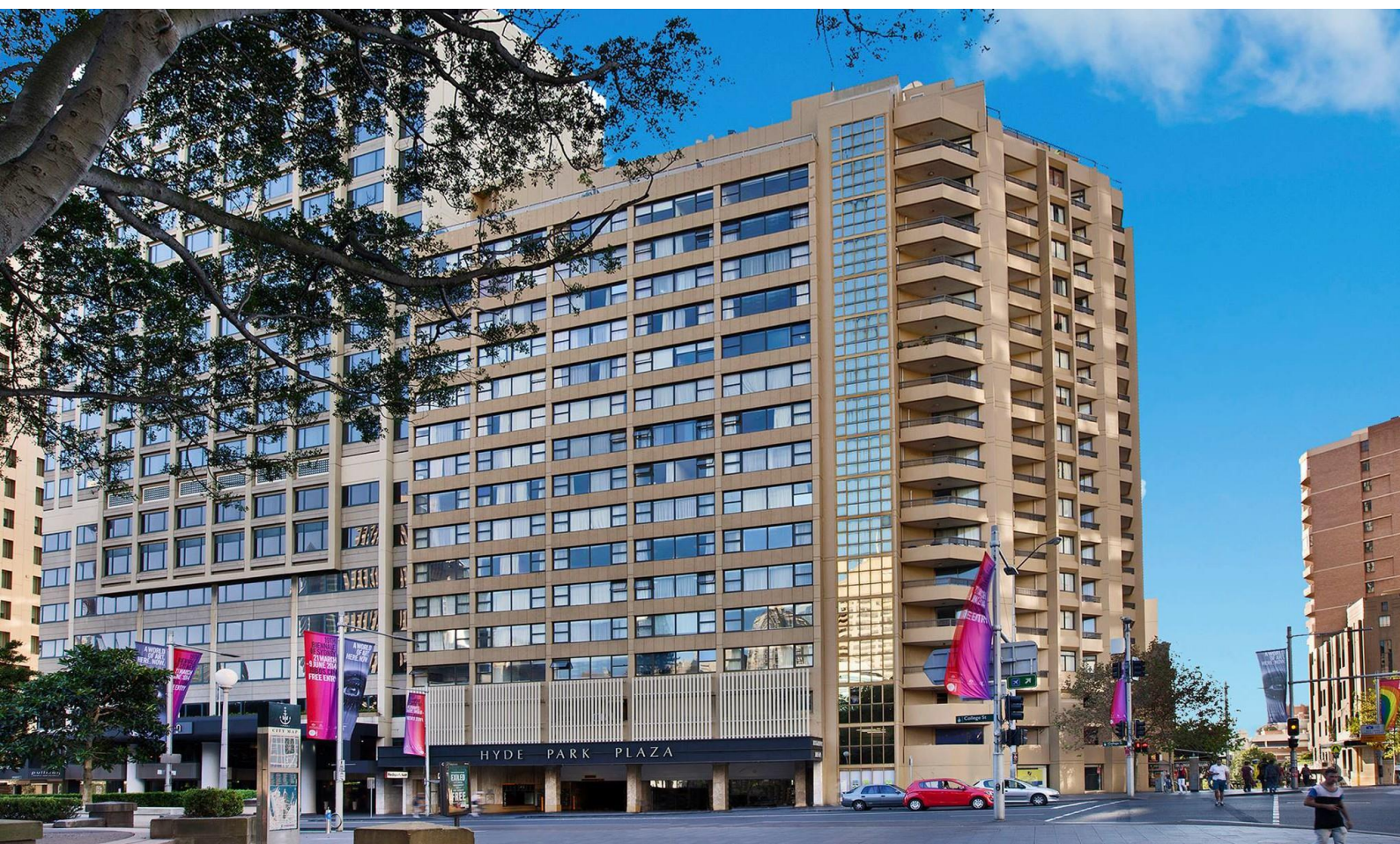
## Course Duration

This program is scheduled to be delivered over a maximum of 81-week time-frame of full time study consisting of 60 weeks of scheduled 15 hours of face-to-face classroom and 5 hours of trainer-led online learning time plus 21 weeks of breaks. Timetables may vary slightly to take into account public holiday periods such as Christmas & Easter.

## A typical study year

At Sydney College, each term consists of 10 weeks which is followed by a 2-week holiday. The total duration of the courses might vary based on holiday periods and intake dates. Holidays might be extended for one more week to take public holidays into consideration. A normal study year starting from January intake follows as below:

Term 1	Break	Term 2	Break	Term 3	Break	Term 4	Break
10 weeks	2 weeks	10 weeks	2 weeks	10 weeks	2 weeks	10 weeks	6 weeks



# BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

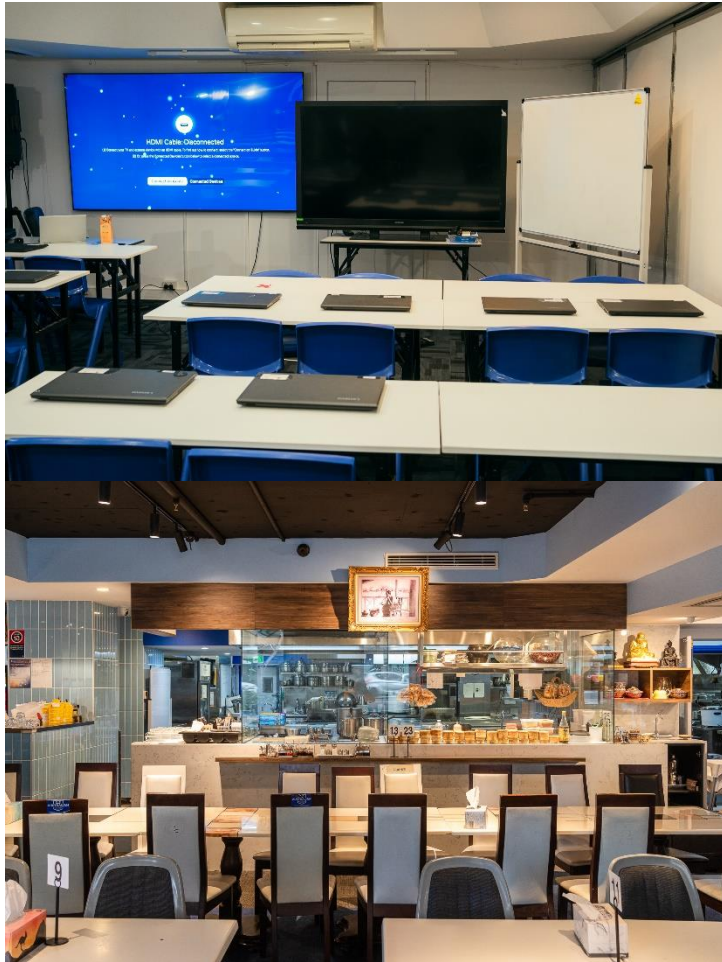
## Qualification Structure

To successfully achieve a BSB60520 Advanced Diploma of Marketing and Communication, participants must complete 12 units of competency, consisting of 4 core and 8 elective units:

## Units of study

UNIT TYPE	UNIT CODE	UNIT NAME
Core	BSBMKG621	Develop organisational marketing strategy
Core	BSBMKG622	Manage organisational marketing processes
Core	BSBMKG623	Develop marketing plan
Core	BSBTWK601	Develop and maintain strategic business networks
Elective	BSBMKG624	Manage market research
Elective	BSBMKG626	Develop advertising campaigns
Elective	BSBLDR601	Lead and manage organisational change
Elective	BSBOPS601	Develop and implement business plans
Elective	BSBSTR601	Manage innovation and continuous improvement
Elective	BSBSTR602	Develop organisational strategies
Elective	BSBFIN601	Manage organisational finances
Elective	BSBLDR602	Provide leadership across the organisation





## Delivery Mode and Location

Participants will be involved in theoretical and practical training. Training and assessment is based on a classroom based training model comprised of the following components of delivery, supervision, assessment and support:

Classroom-based training sessions to develop the knowledge and theoretical understandings required to work in the field. Classroom settings will ensure full access to computers, internet, whiteboards, workbooks and textbooks.

Telephone support is available from Monday to Friday 8.00a.m. to 6.00p.m. from qualified staff employed by our RTO.

Trainers may provide additional learning material where gaps are identified in either the participant's underpinning knowledge or the training resources

The course is delivered at Level 2, 38 - 52 College Street, Darlinghurst, NSW 2010

## Reasonable Adjustment

Sydney College has policies that include reasonable adjustment and access and equity principles. Reasonable adjustment will be provided for participants with special learning needs (such as a disability or learning difficulty) according to the nature of the learning need. Evidence collection can be adjusted to suit individual student needs if required, and will be endorsed by the Academic Manager/Program Co - Ordinator, and student.

Reasonable adjustments are made to ensure that the participant is not presented with artificial barriers to demonstrating achievement in the program of study. Reasonable adjustments may include the use of adaptive technology, educational support,

and alternative methods of assessment such as oral assessment.

The learning needs that form the basis of any adjustment to the training program will be identified and appropriate strategies will be agreed on with the student. Any adjustments will be recorded in the student's file, and will not compromise the competency standard.

The program may be organised/formatted around a combination of approaches including: RPL/RCC; classroom training; in class practical sessions; National recognition; or a combination of these.

## Issuing the Statement of Attainment

In the case where a student decides to withdraw from the course at any stage, Sydney College will issue a Statement of Attainment for units of competency completed as partial completion of their enrolled course within 30 days of the withdrawal approval.



## Trainer-Led Online Learning

This includes trainer-led learning tasks which will include weekly learning tasks which the trainer will assign to each student group to be completed at their own pace. The task may come out direct from the student workbook or through the e-learning student portal. It aims to help the learner to learn at their own pace and take control of their learning while the trainer's role is to facilitate learning and provide support through posting discussion questions based on the learning task content.





## Recognition of Prior Learning (RPL)/Credit Transfer

Students may be eligible for course credit as a result of previous study or recognition of a competency currently held. The granting of course credit means that students do not have to complete part of the course because of existing qualifications or statements of attainment.

Recognition of Prior Learning is available for all courses and all students are offered the opportunity to participate in RPL upon enrolment. A streamlined RPL process has been developed which requires the student to make a self-assessment of their skills, participate in an interview with an assessor, provide documentary evidence and demonstrate skills, knowledge and experience. For further information about course credit and/or RPL, including applicable fees and how to apply, please contact our office.

## National Recognition

Applicants for National Recognition must make an appointment with the Academic Manager to which they need to bring their transcript, USI and ID. The Academic Manager will check the Award or Statement of Attainment and grant National Recognition for identical units that have been identified as being completed at another Registered Training Organisation. Granting of National Recognition is then recorded as a unit outcome in the students le. Student's individual training plans will be adjusted to reflect any National Recognition granted. Students may use our RTO appeal procedures if dissatisfied with the outcome of their National Recognition applications.

## Training Facility Resource

Sydney College has an established VET infrastructure to serve the needs of the training program and meet the training package requirements. The training premises are located at Level 2, 38 - 52 College Street, Darlinghurst NSW 2010. Students will be able to access the campus's computer facilities at this same location.

## Classrooms, computer labs and printing facilities

Classrooms are fully equipped with white boards, data projectors, and Internet connections. classrooms are well furnished with study tables and chairs. A laptop is available for every student for training purposes. Other computers are available for student self-study purposes in the open study area. All students have access to printing and photocopying facilities for course related materials. These facilities are available on user pay basis. Please contact the student services officer or IT help desk personal for further information.



## Resource Center and e-learning

All student learning resources are provided on the college's Moodle system. All of the online access material will be listed in the study guides of each any learning unit. Each individual student will be provided with a security login portal access, upon their enrolments with our college.



## Student Fees

For a full list of student training and assessment and additional fees please refer to our website at [www.sydneycollege.nsw.edu.au](http://www.sydneycollege.nsw.edu.au). Students will be provided with training and assessment resources unless otherwise stipulated on the website.



## Student Support and Learning Assistance Centre

Learning Assistance is available for students requiring additional academic support or remedial literacy/numeracy assistance. One-to-one assistance with assignments and assessment tasks might be provided with a prior appointment.



## Wireless campus, facilities and equipment

Classrooms and open study areas provide wireless connections to all students, and we strongly recommend each student to acquire a notebook computer of their own, to increase their study effectiveness. Facilities and equipment include:

- Fully equipped training rooms with laptops for every student
- Wi-Fi/Internet Access
- Data projectors
- Whiteboards
- Any other items that may be needed for a simulated environment

Note: Students are encouraged to bring their own laptops to class and a USB to class for ongoing use of laptop in class. These must have Microsoft Office or similar installed and be fully charged.



## Complaints and Appeals

The college has a complaints and appeals procedure to provide students with a fair and equitable process for resolving any complaints or appeals they may have. The complaints and appeals procedure include a requirement that an independent mediator will be appointed if the student is dissatisfied with the process undertaken by the college. Further information on complaints and appeals can be found at [www.sydneycollege.nsw.edu.au](http://www.sydneycollege.nsw.edu.au).

## Overseas Student Health Cover

It is an obligation of being an International Student that you have Overseas Student Health Cover. The cost of OSHC is additional to the tuition fee and will vary depending on the duration of your study in Australia. Sydney college can arrange your cover for you with Bupa Private Health Insurance. This fee is payable prior to issuance of your confirmation of enrolment. Alternatively, you can use a provider of your choice.

Subject to the ESOS Act 2000, if funds have been disbursed to the provider, the student will be responsible for contacting the provider directly to apply for their OSHC refund. Students must provide the Overseas Health Care provider with the following information when applying for a refund: full name, date of birth, membership number (provided to the student by the International Office), together with the reason for refund and evidence of transferring to another university, or the date of departure from Australia.

## To Apply

To apply for enrolment at a course at Sydney College, students must complete the course application form and attached all the supporting documents mentioned in the application form which can be downloaded from our website [www.sydneycollege.nsw.edu.au](http://www.sydneycollege.nsw.edu.au). You can email your application to [admin@sydneycollege.nsw.edu.au](mailto:admin@sydneycollege.nsw.edu.au). Alternatively, you can submit to our enrolment team working hours (9.00 am to 6.00 pm Monday to Friday) at the address below: Ground Floor, 38 - 52 College Street, Darlinghurst, NSW 2010

## Enrolment and Orientation

Upon acceptance of your application for enrolment, a letter of offer, as well as a written agreement and tax invoice for remaining fees, will be forwarded to you. You will need to ensure that you read through all provided information as it will provide all necessary information about the course of study. A Confirmation of Enrolment (CoE) letter will be issued once the signed acceptance of the offer and written agreement and payment have been received.

The first day of each course will include orientation and induction. Orientation will include information about the campus, living in Australia, accessing our support services and methods for achieving success throughout your study, including attendance and course progress requirements.

This course outline should be read in conjunction with Sydney College's Student Information Handbook.

This is found online at [www.sydneycollege.nsw.edu.au](http://www.sydneycollege.nsw.edu.au).





# 'Go forward'

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