

# MARKETING AND COMMUNICATION PROGRAM

(WITHIN THE AUSTRALIAN  
QUALIFICATIONS FRAMEWORK (AQF))

**KENT INTERNATIONAL COLLEGE**



- Trường Cao đẳng Quốc tế Kent
- <https://kent.edu.vn>
- 1900 6456
- 219 - 221 Xô Viết Nghệ Tĩnh, P.17, Q. Bình Thạnh, Tp.HCM

**University Preparation College**

Sydney Australia ACN 116 021 535 RTO 91364 CRICOS 02751M

# MARKETING AND COMMUNICATION PROGRAM

(WITHIN THE AUSTRALIAN QUALIFICATIONS FRAMEWORK (AQF))

## ✓ PROGRAM CONTENTS:

The Marketing and Communication Program contains two



- BSB40120 Certificate IV in Business and
- BSB50620 Diploma of Marketing and Communication

## ✓ PROGRAM DURATION:

**63** studying weeks spreading over **21** calendar months

## ✓ DELIVERY ARRANGEMENT:

**20** training plus **10 - 15** self-study hours per week during the studying period.

## ✓ TRANSFERABILITY:

Both qualifications are in the Australian Qualifications Framework (AQF), therefore, students are able to transfer to any other AQF colleges anytime during their study.

## PROGRAM DESCRIPTION

The marketing and communication program consisting of two qualifications, has been designed to give you corporate skills required by modern business world.

You will learn to research, create, execute and manage marketing plans to deliver products and services information through many channels such as public and social media which impact on a range of audiences: Helping people to make informed choices and influencing how they think, feel and consume/use your company's products and services.

You will acquire skills in management, communications technology, product publicity, crisis communications and media relations. You will cover what is trending in the market place, conduct competitor analysis, develop social media strategies and complete project management planning. This will prepare you for a career in advertising, public relations and corporate branding.

## PROGRAM ENTRY REQUIREMENT



### English proficiency:

IELTS overall score equals to 5.5 or equivalent. You are allowed to start the program with an English level of 5.0 IELTS score but you have to enrol and complete 180 hours of the ELICOS course during the first 6 months of the program.



### Academic:

Completed Year 12 OR a mature person who had complete **Year 9** and worked in an office environment for **3 years** or over.

## DIRECT ENTRY INTO THE DIPLOMA LEVEL

You can enter directly into the Diploma level if you satisfy the following conditions:



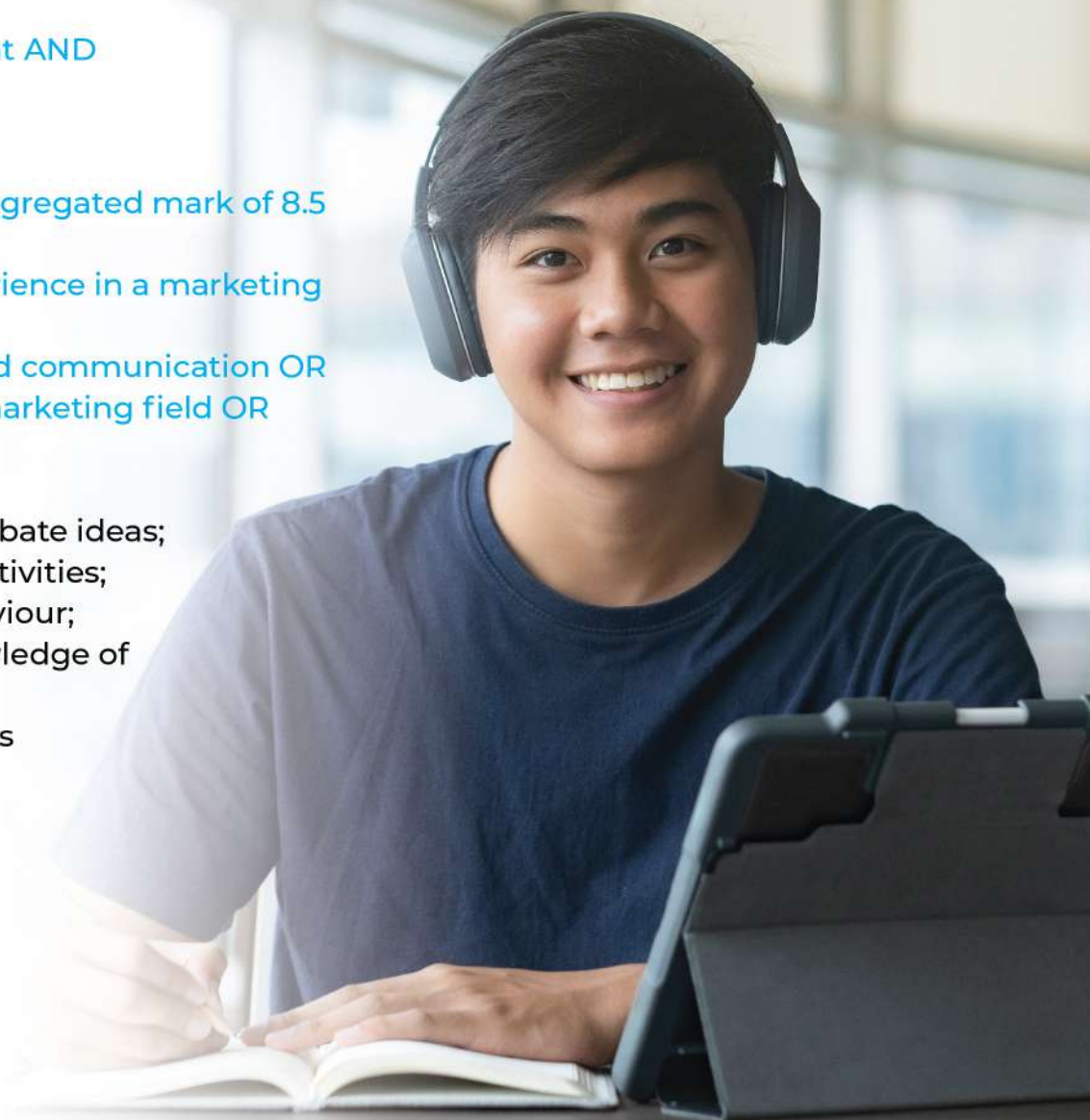
### **English proficiency:**

IELTS overall score equals to 5.5 or equivalent AND

### **Academic:** You have completed

- ✓ Year 12 with excellent results (Average aggregated mark of 8.5 or over) OR
- ✓ Year 12 with at least 2 years of work experience in a marketing position OR
- ✓ BSB40820 Certificate IV in Marketing and communication OR
- ✓ a Vietnamese diploma or higher in the marketing field OR
- ✓ the following units of competency:

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





## CREDIT TRANSFER AND RECOGNITION OF PRIOR LEARNING

Credit transfer (CT) and Recognition of Prior Learning (RPL) are available if you have studied business/management courses or worked in business environments.

If RPL or/and CT is granted, you will have your studying duration shortened and pay less tuition fees.



## RESOURCES REQUIREMENTS

You can access all course learning and assessment materials using our Moodle system. The course materials fee is included in your tuition fee.



## PROGRAM STRUCTURE

To complete the Marketing and Communication Program, you have to successfully complete two AQF qualifications.



# QUALIFICATIONS 1: **BSB40120 CERTIFICATE IV IN BUSINESS.**

## Qualifications description

This qualification reflects the role of individuals in a variety of Business Services job roles. These individuals may have supervisory performance accountabilities.

Individuals in these roles carry out a mix of specialist and moderately complex administrative or operational tasks that require self-development skills. They use well-developed skills and a broad knowledge base to apply solutions to a defined range of unpredictable problems and analyse information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

## List of units of competency (Subjects)

This qualification has 6 core and 6 elective units of competency.

**Duration:** 3 terms (9 months)

Six core units of competency		Six elective units of competency *			
1	BSBCRT411	Apply critical thinking to work practices	7	BSBPEF502	Develop and use emotional intelligence**
2	BSBTEC404	Use digital technologies to collaborate in a work environment	8	BSBPEF403	Lead personal development
3	BSBTWK401	Build and maintain business relationships	9	BSBPMG430	Undertake project work**
4	BSBWHS411	Implement and monitor WHS policies, procedures and programs	10	BSBCMM411	Make presentations
5	BSBWRT411	Write complex documents	11	BSBCMM511	Communicate with influence**
6	BSBXCM401	Apply communication strategies in the workplace	12	SIRXMKT006	Develop a social media strategy**

\* These elective units of competency may be changed during the training program without prior notice.

# QUALIFICATION 2: BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION

## Qualification description

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.

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.

## List of units of competency (Subjects)

This qualification has 6 prerequisite, 5 core and 7 elective units.

- Duration:** ✓ Successfully completed the BSB40120 – 4 terms (12 months)  
✓ Direct entry – 5 terms (15 months)

Six prerequisite units of competency	Five core units of competency
1 BSBCEM411 Make presentations**	1 BSBPMG430 Undertake project work**
2 BSBWRT411 Write complex documents**	2 BSBMKG541 Identify and evaluate marketing opportunities
3 BSBCRT412 Articulate, present and debate ideas	3 BSBMKG542 Establish and monitor the marketing mix
4 BSBMKG433 Undertake marketing activities	4 BSBMKG552 Design and develop marketing communication plans
5 BSBMKG435 Analyse consumer behaviour	5 BSBMKG555 Write persuasive copy
6 BSBMKG439 Develop and apply knowledge of communications industry	

\* These elective units of competency may be changed during the training program without prior notice.

\*\* These 5 units have also been in the BSB40120

## Seven elective units of competency\*

6	SIRXMKT006	Develop a social media strategy**
7	BSBMKG543	Plan and interpret market research
8	BSBMKG548	Forecast international market and business needs
9	BSBCMM511	Communicate with influence**
10	BSBFIN501	Manage budgets and financial plans
11	BSBOPS504	Manage business risk
12	BSBCRT511	Develop critical thinking in others

\* These elective units of competency may be changed during the training program without prior notice.

\*\* These 5 units have also been in the BSB40120

## DELIVERY MODE AND TOTAL VOLUME OF LEARNING

We offer a blended delivery mode, **20** hours per week:

**8**

hours of  
classroom  
learning,

**6**

hours of  
online  
learning  
and

**6**

hours of  
structured  
self-study.

On top of these, you study in your own time up to 15 hours per week then complete quizzes and assessments.

The program is delivered over a period of 21 months with a total studying time of 53 weeks):

- ✓ **BSB40120** has 27 studying weeks (3 terms or 9 calendar months) and
- ✓ **BSB50620** has 36 studying weeks (4 terms or 12 calendar months).





## ASSESSMENT METHOD

You will be assessed on both knowledge and practical skills. Knowledge assessment includes multiple-choice quizzes, short questions, reports, etc. while practical assessment will be carried out in a simulated working environment. You will be able to access to:

relevant legislation, regulations, standards and codes and

workplace documentation and resources.

## COURSE COMPLETION

Upon successful completion of all units of competency of each qualification, you will receive certificates of each qualification which includes two documents, the Testamur and the Record of Results.

If you do not complete all required units of a qualification, you will be issued a Statement of Attainment showing all units of the qualification that you have successfully completed.

## INTERNSHIP PLACEMENT IF YOU COME TO STUDY IN AUSTRALIA (OPTIONAL)

We can place you in a suitable internship for work experience and make sure that you get the best out of the opportunity, resulting in your career success.

The two main objectives of our program are to let you



practice what you have learnt in your marketing and communication program and



earn precious experience in the industry of your choice.

We offer internship opportunities in the following fields subject to availability of the host companies: Accounting and Finance, Human Resource Management, Sales and Marketing, Administration and Operations, Information Technology, Engineering, Hospitality Management, etc.

**Placement:** **20** hours per week for a period of 20 weeks during your study.



## TRANSFERABILITY AND PATHWAYS

Both qualifications are in the Australian Qualifications Framework (AQF), therefore, you are able to transfer to any other AQF colleges anytime\* to continue your study.

- In Vietnam – UPC cooperation partners or any colleges which deliver Australian qualifications.
- In Australia – You can apply for a student entry visa and transfer your study to UPC campus in Sydney or Melbourne, or any Australian college anywhere over Australia.

If you choose not to go to Australia under a long-term student visa, you can apply for a short-term visitor visa to come to Australia to study a number of units at UPC Campus in Sydney or Melbourne or other college anywhere in Australia.

On successfully completing the BSB50620 Diploma of Marketing and Communication, you can continue to enrol into a number of Australian business, management or marketing courses at Advanced Diploma level or a bachelor degree at universities or higher education institutes. See UPC website for details.

*\* **Note:** Due to the costs of recruitment, you are only allowed to transfer to other providers after completing the first six months of the courses. This restriction is not applicable if (a) You transfer to a UPC campus in Australia or (b) Your transfer is arranged through UPC Vietnam.*

## TRAINING AND OTHER FACILITIES

KIC and UPC campus are fully equipped with required facilities including modern computers with internet access, data projector, printing and photocopying facility.

## TYPICAL WEEKLY TIMETABLES

### **Day 1 and Day 2 (14 hours)**

4 hours face-to-face and 3 hours online learning

### **Day 3 (6 hours):**


Structured self-study



## CONTACT DETAILS

### KENT INTERNATIONAL COLLEGE

219 - 221 Xô Viết Nghệ Tĩnh, P.17, Q.Bình Thạnh, Tp.HCM

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-  <https://kent.edu.vn>
-  1900 6456
-  [tuyensinh@kent.edu.vn](mailto:tuyensinh@kent.edu.vn)

### UNIVERSITY PREPARATION COLLEGE

- **Sydney Campus - Ground Floor,**  
1-5 Randle Street, Surry Hills NSW 2010
- **Melbourne Campus - Level 1 (Suite 110),**  
1 Queens Road, Melbourne, VIC 3004
-  [info@upc.edu.au](mailto:info@upc.edu.au)
-  [www.upc.edu.au](http://www.upc.edu.au) | [www.upc.edu.vn](http://www.upc.edu.vn)
-  61 2 9791 6020

**Tuyên bố không chịu trách nhiệm  
Thời gian lưu hành**

- Thông tin khóa học có thể được thay đổi mà không cần thông báo trước.  
- Phiên bản điện tử của tài liệu này được đăng trên trang web KIC và UPC là phiên bản đã được phê duyệt và mới nhất. Bất kỳ phiên bản in nào đều không được kiểm soát và có thể không được cập nhật.

