



## ASSESSMENT METHODS

Assessment will be based on attendance, participation, coursework and end-of-course tests. Students will be assessed through progress testing of core textbook content every month; regular assessments of speaking, listening, reading and writing skills development and weekly self-assessments during the weekly review sessions conducted every Friday.

# ELICOS CRICOS. 067733J GENERAL ENGLISH

1

Elementary

2

Pre-Intermediate

3

Intermediate

4

Upper-Intermediate

## COURSE DESCRIPTION

This course is intended for students wishing to learn English for a variety of different purposes. All four macro-skills of Reading, Writing, Speaking and Listening will be developed in a program which allows students to pursue their interests in the areas of work, study and leisure.

Our General English courses aim to give students the language for daily living whether it be for shopping, travel, work or social situations.

In addition, our courses act as a pathway to our Vocational courses or IELTS Preparation courses.

## COURSE STRUCTURE

On orientation day, each new student takes a placement test to determine which General English class and level is most appropriate for their needs.

The 45 minute test consists of a grammar, reading and writing sections followed by a short conversation with an experienced teacher.

The General English courses include the following components:

- Theme-based language development from Core Textbook which every student needs to purchase
- Speaking, Listening, Reading and Writing Skills Extension
- Regular reviews and testing of what has been covered throughout the course
- Regular educational and cultural excursions

## COURSE DELIVERY

The General English courses are delivered through classroom face-to-face instruction, individual and group projects, class presentations and discussions and educational/cultural excursions. Each level has a core textbook where topics and different language features are introduced each week.

Lessons are communicative and student centered, therefore giving students the opportunity to practice using English as much as possible.

12 WEEKS / LEVEL

ELICOS CRICOS. 067734G

# IELTS PREPARATION

## COURSE DESCRIPTION

The IELTS test is an internationally recognized tertiary entry English language qualification. A score of 5.5 on the IELTS test (alongside a range of alternative qualifications) is a prerequisite for entry to many vocational courses.

These courses are open to students who have been accepted into vocational courses but who have not yet obtained a prerequisite English score. Students who have obtained tertiary places in a range of institutions or who are planning to make an application are also welcomed, however, these students must achieve the required level in the IELTS test in order to articulate into their chosen course of study. No matter what the student's situation or intention, these courses will prepare them well to undertake the IELTS test with confidence.

The teachers will help develop the strategies students need to improve their IELTS score. Students will practice strategies such as predicting, skimming and scanning in listening and reading, essay formatting and confidence building speaking exercises.

## COURSE STRUCTURE

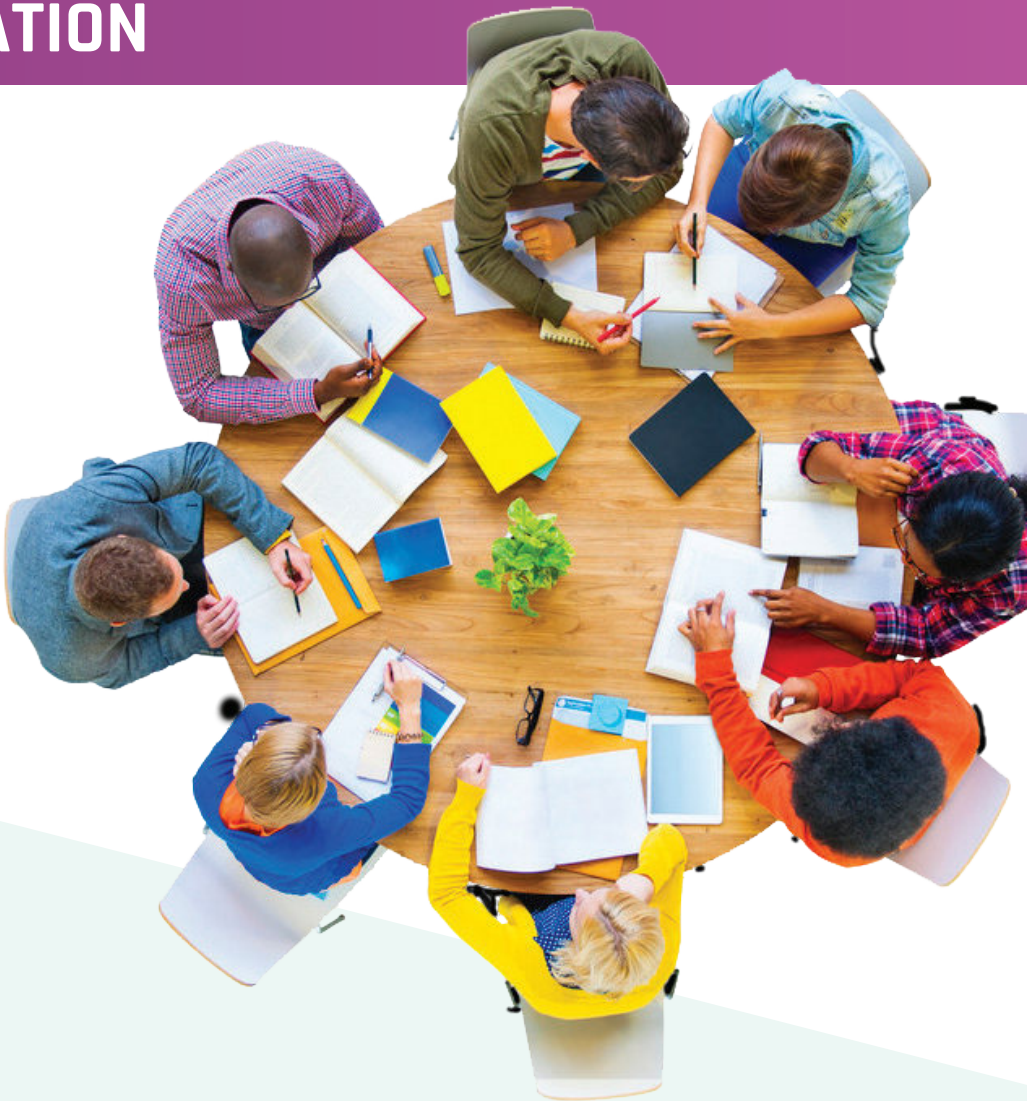
There are 2 levels and each level runs for 12 weeks at 20 hours per week.

Students will be comprehensively tested on arrival and placed in the level which is most suitable for their current proficiency.

It is possible to do just one or both levels depending on the entry language proficiency level.

The courses are structured around the following areas:

- Input Material from Core Text which every student needs to purchase
- Macro-skills Development for Test Modules
- Analysis of Test Tasks
- Examination Practice



## COURSE DELIVERY

The courses are delivered through classroom face-to-face instruction, individual and group projects, class presentations and discussions and educational / cultural excursions.

In order to make the transition to tertiary education, classes are conducted lecture / seminar style which will help students overcome the typical problems overseas students experience at tertiary level in Australia.

## ENTRY REQUIREMENTS

Students intending to take the intensive IELTS Preparation course need to be at General English Intermediate level.

## ASSESSMENT METHODS

Students will be assessed through regular progress testing, teacher assessment and self assessment through the weekly review sessions.

Students will also take practice tests or segments of practice tests and after each test, the teacher will discuss the test and give them hints on how to improve their score. Overall assessment will be based on attendance, participation, coursework and in-course assessments.



12 WEEKS / LEVEL

# ENGLISH FOR ACADEMIC PURPOSES

## EAP1

Equivalent to IELTS 5.0

Completion of 12 weeks

Equivalent to IELTS 5.5

## EAP2

Equivalent to IELTS 5.5

Completion of 12 weeks

Equivalent to IELTS 6.0

## EAP3

Equivalent to IELTS 6.0

Completion of 12 weeks

Equivalent to IELTS 6.5

### COURSE DESCRIPTION

The English for Academic Purposes – EAP Course prepares students for all the possible language challenges that they will experience in an Australian Higher Education context. We thoroughly train students in the challenging skills of writing essays in English, giving presentations in English and understanding the expectations of an Australian college or university.

EAP students should typically be graduates of a university or college in their home country and must have at least completed secondary schooling before being accepted on the course.

Learners entering the EAP course are identified as intermediate level. The entry requirement for this qualification is an IELTS test result of at least 4.5 in any of the four macro-skills with an overall result of 5 or equivalent.

Potential students can also take the Victory Institute entry test to determine which EAP level they should commence. Our comprehensive placement test ensures that students enroll for a long enough duration in the EAP course to develop their English language proficiency to a sufficient standard of excellence to guarantee their continuing onto higher education. Completion of the EAP course is evidence that students are equipped to go higher education without further specialized language study.

### COURSE STRUCTURE

There are 3 levels and each level runs for 12 weeks at 20 hours per week. Students will be comprehensively tested on arrival and placed in the level which is most suitable for their current proficiency.

The courses are structured around the following areas:

- Input Material from Core Text which every student needs to purchase
- Macro-skills Development for Test Modules
- Analysis of Test Tasks
- Written report
- Case studies

### COURSE DELIVERY

The course is delivered in face – to – face mode using a range of methodologies which may include:

- Classroom-based lessons
- Online learning system and exercises
- Seminars
- Presentations
- Projects
- Tutorial discussions
- Simulated telephone, video or online conferencing
- Online discussion or chat
- Support mechanisms to maximize learner completion of the course

### ASSESSMENT METHODS

**Reliability** – The principle of reliability within the assessment resources is adhered to by all students being required to do the same assessments. There is flexibility around this to meet the needs of individual students. Reliability is also built into the course by the students being asked to demonstrate their knowledge and skills over a period of time and being asked to demonstrate it in a variety of different ways.

Each learning outcome in each module is evaluated in assessments such as written assignments, reading and listening comprehension, presentation, role plays reflecting vocational or further study contexts. Continuous assessment is conducted and gathered over a period of time.



12 WEEKS / LEVEL

# BSB30115 CERTIFICATE III in BUSINESS

CRICOS. 097985G

## COURSE OVERVIEW

This qualification reflects the varied of individuals across different industry sectors who apply a broad range of competencies using some direction, judgment and relevant theoretical knowledge.

## PATHWAY

After completing the BSB30115 Certificate III in Business, students may undertake the BSB40215 Certificate IV in Business.

## ENTRY REQUIREMENTS

Be 18 Years old or over.

Student who intend to enrol in this course must prove their successful completion of Certificate II in Business or equivalent, or prove their satisfactory completion of Australian Year 11 or international equivalent, or have industry experience in business or any relevant business service with a minimum of 2 years.

Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills which is equivalent to upper intermediate level (IEL TS 5.0).

## DELIVERY AND ASSESSMENTS

This program (BSB30115 Certificate III in Business) is delivered in an institution based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks with simulation workplace, tutorials, group activities and theory based documents.

## JOB OUTCOME

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Customer Service Advisor
- Data Entry Operator and/or Word Processing
- Operator General Clerk and/or Clerical Worker
- Payroll Officer
- Typist and/or Receptionist
- Administration Assistant
- Information Desk Clerk and/or Office Junior



## COURSE STRUCTURE

**Duration:** Duration: 40 Weeks tuition plus 12 weeks term breaks.

CORE UNITS	
BSBWHS302	Apply Knowledge of WHS legislation in the workplace
ELECTIVE UNITS	
BSBADM311	Maintain Business Resources
BSBCMM301	Process Customer Complaints
BSBCUS301	Deliver and Monitor a service to customer
BSBDIV301	Work effectively with diversity
BSBFLM303	Contribute to effective workplace relationships
BSBINN301	Promote innovation in a team environment
BSBITU312	Create electronic presentation
BSBITU314	Design & Produce spreadsheets
BSBITU306	Design & Produce Business Documents
BSBWRT301	Write simple documents
BSBWOR301	Organise personal work priorities and developments

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB30115>

Australian  
Qualifications  
Framework

NATIONALLY RECOGNISED  
TRAINING

# BSB40215 CERTIFICATE IV in BUSINESS

CRICOS. 089329F

## COURSE OVERVIEW

This qualification reflects the role of individuals who use well-developed skills and a broad knowledge base in a wide variety of contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

Australian  
Qualifications  
Framework

NATIONALLY RECOGNISED  
TRAINING

## ENTRY REQUIREMENTS

Students who intend to enrol in this course must be 18 years old or older and prove their successful completion of Certificate III in Business or equivalent, or prove their satisfactory completion of Australian Year 12 or international equivalent, or have industry experience in business or any relevant business service with a minimum of 2 years.

Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills which is equivalent to upper intermediate level (IELTS 5.5).

## DELIVERY AND ASSESSMENTS

This program (BSB40215 Certificate IV in Business) is delivered in an institution based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks with simulation workplace, tutorials, group activities and theory based documents.

## PATHWAY

After completing the BSB40215 Certificate IV in Business, students may articulate into further study of the Diploma of Business offered by any RTO or they may have opportunities to continue their studies in Bachelor Degree programs offered by any Australian Higher Education providers.

## JOB OUTCOME

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Project Officer
- Office Administrator

## COURSE STRUCTURE

The course consists of 10 units and is clustered into 4 groups in order to be delivered within 4 terms of full time study load. The term duration is 10 weeks.

### CORE UNITS

BSBWHS401	Implement and monitor WHS policies, procedure, and programs to meet legislative requirement
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### ELECTIVE UNITS

BSBWRT401	Write complex text documents
BSBCUS403	Implement customer service standards
BSBITS401	Maintain business technology
BSBADM405	Organise meetings
BSBITU401	Design and develop complex text document
BSBITU404	Produce complex desktop publish document
BSBITU402	Develop and use complex spreadsheets
BSBLED401	Develop teams and individuals
BSBMKG413	Promote products and services

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB40215>

52 WEEKS 12 weeks  
break included

# BSB50215 DIPLOMA of BUSINESS

CRICOS. 089330B

## COURSE OVERVIEW

This qualification reflects the role of individuals with substantial experience in a range of settings who are seeking to further develop their skills across a wide range of business functions. This qualification is also suited to the needs of individuals with little or no vocational experience, but who possess sound theoretical business skills & knowledge that they would like to develop in order to create further educational & employment opportunities.

## ENTRY REQUIREMENTS

Students who intend to enrol in this course must prove their successful completion of Certificate IV in Business or equivalent, or have industry experience in business or any relevant business service with a minimum of 2 years.

Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills, which is equivalent to upper intermediate level (IELTS 5.5).

## PATHWAY

After completing the BSB50215 Diploma of Business, students may articulate into further study of an Advanced Diploma of Business offered by any RTO, or they may have opportunities to continue their studies in Bachelor Degree programs offered by Higher Education providers.

## JOB OUTCOME

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Administration Executive Officer
- Office Program Coordinator

## COURSE STRUCTURE

The course consists of 8 units and is clustered into 4 groups in order to be delivered within 4 terms of full time study load. The term duration is 10 weeks.

ELECTIVE UNITS	
BSBSUS501	Develop workplace policy and procedures for sustainability
BSBHRM501	Manage human resources services
BSBMGT406	Plan and monitor continuous improvement
BSBADM504	Plan and implement administrative systems
BSBMKG523	Design and develop an integrated marketing communication plan
BSBADM506	Manage business document design and development
BSBMGT517	Manage operation plan
BSBFIM502	Manage payroll

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB50215>

Australian  
Qualifications  
Framework

NATIONALLY RECOGNISED  
TRAINING

# BSB60215 ADVANCED DIPLOMA of BUSINESS

CRICOS. 089331A



## COURSE OVERVIEW

This qualification reflects the role of individuals with significant experience in a senior administrative role who are seeking to develop expertise across a wider range of business functions. The qualification is suited to individuals who possess significant theoretical business skills and knowledge and wish to consolidate and build pathways to further educational or employment opportunities.

## ENTRY REQUIREMENTS

Students who intend to enrol in this course must prove their successful completion of Diploma of Business or equivalent, or have industry experience in business or any relevant business service with a minimum of 2 years.

Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills, which is equivalent to upper intermediate level (IELTS 5.5).

## PATHWAY

After completing the BSB60215 Advanced Diploma of Business, students may articulate into continue their studies in Bachelor Degree programs offered by Australian Higher Education providers.

## JOB OUTCOME

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Entrepreneurship
- Business Enterprise Manager

## COURSE STRUCTURE

The course consists of 8 units and is clustered into 4 groups in order to be delivered within 4 terms of full time study load. The term duration is 10 weeks.

ELECTIVE UNITS	
BSBINM601	Manage knowledge and information
BSBMKG606	Manage international marketing programs
BSBINN601	Lead and manage organisational change
BSBMGT608	Manage innovation and continuous improvement
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG609	Develop a marketing plan
BSBADV602	Develop an advertising campaign
BSBFIM601	Manage finances

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB60215>



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**52 WEEKS** 12 weeks break included  
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# FNS60217 ADVANCED DIPLOMA of ACCOUNTING

CRICOS. 098092C

Australian  
Qualifications  
Framework

NATIONALLY RECOGNISED  
TRAINING

## COURSE OVERVIEW

This qualification is designed to reflect the role of individuals working in accounting & seeking professional identification. At this level individuals are expected to apply theoretical and technical skills in a range of situations and to display initiative and judgement in planning activities. They have autonomy in performing complex operations and can be responsible for planning, coordinating and evaluating the work of others within broad but generally well-defined parameters.

## ENTRY REQUIREMENTS

- Students who intend to enrol in this course must prove their successful completion of Diploma of Accounting (FNS50215 or FNS50217) or have industry experience in accounting and any relevant financial service, with a minimum of 2 years' experience.
- Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills, which is equivalent to upper intermediate level (IELTS 5.5).

## DELIVERY AND ASSESSMENTS

This program (FNS60217 Advanced Diploma of Accounting) is delivered in an institution based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks with simulation workplace, tutorials, group activities and theory based documents.

## PATHWAY

After completing the FNS60217 Advanced Diploma of Accounting, students may articulate into opportunities to continue their studies in Bachelor's Degree programs offered by Australian Universities.

## JOB OUTCOME

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Accountant
- Financial Accounting Officer
- Costing Project Manager

## COURSE STRUCTURE

The course consists of 14 units and is clustered into 4 groups in order to be delivered within 4 terms of full time study load. The term duration is 10 weeks.

### CORE UNITS

FNSACC624	Monitor corporate governance activities
FNSINC601	Apply economic principles to work in the financial services industry
FNSINC602	Interpret and use financial statistics and tools

### ELECTIVE UNITS

FNSACC601	Prepare and administer tax documentation for legal entities
FNSACC608	Evaluate an organisation's financial performance
FNSACC609	Evaluate financial risk
FNSACC610	Develop and implement financial strategies
FNSACC613	Prepare and analyse management accounting information
FNSACC602	Audit and report on financial systems and records
FNSACC603	Implement tax plans and evaluate tax compliance
FNSACC605	Implement organisational improvement programs
FNSORG602	Develop and manage financial systems
FNSACC606	Conduct internal audit
BBSFIM601	Manage finances

Please refer to the unit description on <https://training.gov.au/Training/Details/FNS60217>

**52 WEEKS** 12 weeks break included



# CUA41215 CERTIFICATE IV in SCREEN AND MEDIA

CRICOS. 092630G



## ENTRY REQUIREMENTS

- Be 18 years old or over.
- Students who intend to enrol in this course must prove their successful completion of Certificate III in screen and media or equivalent or prove their satisfactory completion of Australian Year 12 or international equivalent, or have relevant industry experience in screen and media with a minimum of 2 years.
- Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills which is equivalent to upper intermediate level (IELTS 5.5).

## COURSE OVERVIEW

Our Certificate IV in Screen & Media will train students in the areas of 2D digital design, interactive media and animation. You will be trained to function as part of a production team in the role of a 2D digital artist, animator and visual effects designer. In this flexible role you will be able to enter industries such as advertising, graphic design, film and television.

## KNOWLEDGE AND SKILLS

Successful candidates will emerge with practical skills as they relate to design, interactive media and animation and knowledge required to function well in various industries. This course has a highly practical focus so essential design skills such as using industry standard software will be well developed. Assessments will primarily take the form of design, interactive media and animation projects which will be conducted in a simulated studio environment.

## JOB OUTCOME

This qualification reflects the role of individuals who use basic skills and a broad knowledge base in a wide variety of contexts in the screen, media & entertainment industries. They apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. The qualification aims to provide candidates with the skills and knowledge required to effectively perform the following job roles such as Digital Artist, Animator, Visual Effects Designer.

## PATHWAY

After completing the CUA41215 Certificate IV in Screen and Media, students may articulate into further study of the Diploma of Screen and Media offered by any RTO or may have opportunities to continue study in bachelor degree program by Australian Universities.

## COURSE STRUCTURE

The course consists of 4 terms of 10 weeks duration each. Achieve 13 units (3 core units and 10 elective units). Each unit of the study program that we have selected meets the requirements for specialisation in Interactive Media.

### CORE UNITS

BSBSMB301	Investigate micro business opportunities
BSBCRT401	Articulate, present and debate ideas
CUAWHS302	Apply work health and safety practices

### ELECTIVE UNITS

CUAPPM407	Create storyboards
BSBDES403	Develop and extend design skills and practice
ICTWEB412	Produce interactive web animation
CUAANM301	Create 2D digital animations
BSBDES402	Interpret and respond to a design brief
CUADIG304	Create visual design components
CUADIG403	Create user interfaces
CUAANM402	Create digital visual effects
CUADIG404	Apply scripting language in authoring
ICTDMT402	Produce interactive animation

Please refer to the unit description on <http://training.gov.au/Training/Details/CUA41215>

52 WEEKS 12 weeks break included



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# CUA51015 DIPLOMA of SCREEN AND MEDIA

CRICOS. 092631G



## JOB OUTCOME

This qualification aims to provide candidates with the skills and knowledge required to effectively perform the following job roles such as: Visual Effects Designer, Producer/presenter, Production Manager, Animator.

## COURSE OVERVIEW

The Diploma of Screen and Media will train students in areas of 2D and 3D digital design for digital and interactive media. Students will learn the practical and theoretical skills to work as a digital artist in production teams working on 2D and 3D productions such as films, television content, video games, and architecture.

## KNOWLEDGE AND SKILLS

Successful candidates will emerge with practical skills sufficient to design and create elements of high concept productions utilising 2D and 3D software. They will gain design skills necessary to develop and realise concepts for production.

Design skills and knowledge will be particularly enhanced to allow for students to adapt effectively to any given production environment. Assessments will primarily comprise of highly practical tasks and projects that take place in a simulated studio environment.

## ENTRY REQUIREMENTS

- Be 18 years old or over.
- Prove the competent in language literacy and numeracy e.g. completion of High School or equivalence etc.
- The students whose English is not their first language require to prove their English language skills which is equivalent to upper intermediate level (IELTS 5.5).
- Students who intent to enrol in this course must prove their successful completion of Certificate IV in Screen and Media or equivalent, or have industry experience in design and animation with a minimum of 2 years.

## PATHWAY

After completing the CUA51015 Diploma of Screen and Media, students may articulate into further study of the Advance Diploma of Screen and Media offered by any RTO or may have opportunities to continue study in bachelor degree program by Australian Universities.

## COURSE STRUCTURE

The course consists of 8 terms of 10 weeks duration each. Achieve 15 units (3 core units and 12 elective units). Each unit of the study program that we have selected meets the requirements for specialisation in Interactive Media.

### CORE UNITS

CUAPPR505	Establish and maintain safe creative practice
BSBCRT501	Originate and develop concepts
CUAIND502	Maintain and apply creative arts industry knowledge

### ELECTIVE UNITS

CUAANM502	Create 3D digital environments
CUAANM302	Create 3D digital animations
CUAANM501	Create 3D digital character animation
CUADIG502	Design digital applications
CUADIG506	Design interaction
BSBDES501	Implement design solutions
ICTDBS504	Integrate database with a website
CUADIG501	Coordinate the testing of interactive media products
CUADIG503	Design e-learning resources
BSBPMG522	Undertake project work
CUADIG505	Design information architecture
CUAANM503	Design animation and digital visual effects

Please refer to the unit description on <http://training.gov.au/Training/Details/CUA51015>

**52 WEEKS** 12 weeks  
break included



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# BSB42415 CERTIFICATE IV in MARKETING AND COMMUNICATION

CRICOS. 099106E



## COURSE OVERVIEW

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in wide variety of contexts. Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners

## ENTRY REQUIREMENTS

- Be 18 year old or over.
- Students who intend to enrol on this course must prove their successful completion of Certificate III in Business or equivalent, or prove their satisfactory completion of Australian Year 12 or international equivalent, or have industry experience in marketing and sale with a minimum of 2 years.
- Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills which is equivalent to upper intermediate level (IELTS 5.5)

## EMPLOYMENT PATHWAY

Graduates of the BSB42415 Certificate IV in Marketing and Communication will develop an understanding, apply a range of skills and apply know solutions to variety of predictable problems to competently function within small and/or large organisations. Possible job titles relevant to this qualification include:

- Account Coordinator
- Assistant account planner
- Assistant art director
- Copywriter
- Direct marketing officer
- Marketing Coordinator
- Marketing officer
- Market research assistant
- Media assistant
- Media buyer
- Media planner
- Public relations officer



## PATHWAY

After achieving the BSB Certificate IV in Marketing and Communication, students may undertake the BSB52415 - Diploma of Marketing and Communication.

## QUALIFICATION STRUCTURE

The following table shows the core and pre-selective elective units.

CORE UNITS	
BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BSBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry
ELECTIVE UNITS	
BSBWRT401	Write complex documents
BSBMKG421	Optimise digital media impact
BSBMKG420	Create digital media user experiences
BSBMKG413	Promote products and services
BSBMKG419	Analyse consumer behavior
BSBINM401	Implement workplace information system
BSBFIA402	Report on financial activity

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB42415>



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**52 WEEKS** 12 weeks break included  
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# BSB52415 DIPLOMA of MARKETING AND COMMUNICATION CRICOS, 099130E



## COURSE OVERVIEW

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in wide variety of contexts. Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners

## ENTRY REQUIREMENTS

- Be 18 years old or over.
- Students who intend to enrol on this course must prove their successful completion of Certificate IV in Marketing and Communication or have industry experience in marketing management role with a minimum of 2 years.
- Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills which is equivalent to upper intermediate level (IELTS 5.5)

## EMPLOYMENT PATHWAY

Graduates of the BSB52415 - Diploma of Marketing and Communication will have specialised knowledge and skills for skilled/paraprofessional work and/or further learning. Possible job titles relevant to this qualification include

- Account manager
- Account planner
- Advertising account manager
- Advertising creative director
- Advertising manager
- Copywriter



## PATHWAY

After achieving the BSB52415 - Diploma of Marketing and Communication, students may undertake the BSB61315 - Advanced Diploma of Marketing and Communication.

## QUALIFICATION STRUCTURE

The following table shows the core and pre-selective elective units.

CORE UNITS	
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPMG522	Undertake project work
ELECTIVE UNITS	
BSBADV509	Create mass print media advertisements
BSBADV507	Develop a media plan
BSBFIM501	Manage budgets and financial plans
BSBMKG534	Design effective digital user experiences
BSBMKG535	Devise a search engine optimisation strategy
BSBMKG528	Mine data to identify industry directions
BSBMKG515	Conduct a marketing audit
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB52415>



**78 WEEKS** 18 weeks break included



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# BSB61315 ADVANCED DIPLOMA of MARKETING AND COMMUNICATION

CRICOS. 099105F



## COURSE OVERVIEW

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in wide variety of contexts. Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners

## ENTRY REQUIREMENTS

- Be 18 years old or over.
- Students who intend to enrol on this course must prove their successful completion Diploma of Marketing and Communication or have industry experience in senior marketing management role with a minimum of 2 years.
- Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills which is equivalent to upper intermediate level (IELTS 5.5)

## PATHWAY

After achieving the BSB61315 - Advanced Diploma of Marketing and Communication, students may continue their studies in Bachelor Degree programs offered by Australian Higher Education providers.

## QUALIFICATION STRUCTURE

The following table shows the core and pre-selective elective units.

CORE UNITS	
BSBADV602	Develop an advertising campaign
BSBMKG609	Develop and implement strategic plans
BSBINM601	Develop marketing plan
ELECTIVE UNITS	
BSBINM601	Manage knowledge and information
BSBINN601	Lead and manage organisational change
BSBCRT501	Originate and develop concepts
BSBSUS501	Develop workplace policy and procedures for sustainability
BSBR501	Manage risk
BSBWHS605	Develop, implement and maintain WHS management systems
BSBMKG606	Manage international marketing programs
BSBFIM601	Manage finances
BSBMGT608	Manage innovation and continuous improvement

## EMPLOYMENT PATHWAY

Graduates of the BSB61315 - Advanced Diploma of Marketing and Communication will have broad knowledge and skills for paraprofessional/highly skilled work and/or further learning. 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. Possible job titles relevant to this qualification include

- Account director
- Account planning manager
- Client services director
- Client services executive
- Global, national or regional marketing manager
- Marketing strategist

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB61315>



78 WEEKS 18 weeks break included



Market Street Campus - Head Office: Level 8, 22 Market Street Sydney NSW 2000 Australia  
 George Street Campus: Level 5, 565 George Street Sydney NSW 2000 Australia

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



## Payment Method

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**Account Name:** Victory Institute of Vocational Education Pty. Ltd.  
**Bank:** Commonwealth Bank  
**BSB No:** 062-033  
**Account No:** 1033 0021  
**Bank Swift Code:** CTBAU2S  
**Bank Address:** 300 Elizabeth St. Surry Hills, NSW 2010



### CREDIT CARD

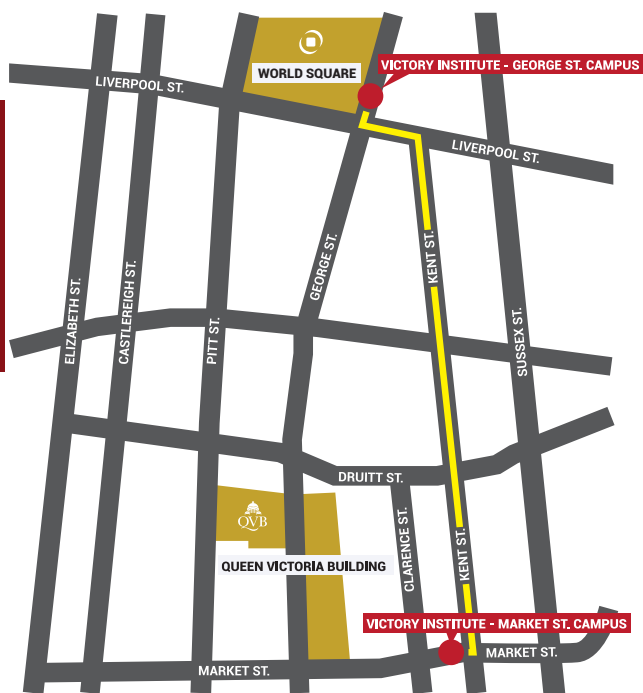
Visa or Master Card only.  
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 Victory Institute - Level 8, 22 Market Street,  
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### IN PERSON at VICTORY INSTITUTE

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## Contacts

**MARKET STREET CAMPUS - HEAD OFFICE**  
 Level 8, 22 Market Street Sydney NSW 2000 Australia

**GEORGE STREET CAMPUS**  
 Level 5, 565 George Street Sydney NSW 2000 Australia

P. +61 2 9299 8889

**General Enquiries**  
[info@victory.nsw.edu.au](mailto:info@victory.nsw.edu.au)

**Account**  
[account@victory.nsw.edu.au](mailto:account@victory.nsw.edu.au)

**Admission & Student Services**  
[admission@victory.nsw.edu.au](mailto:admission@victory.nsw.edu.au)

**Marketing**  
[marketing@victory.nsw.edu.au](mailto:marketing@victory.nsw.edu.au)

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