

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.

### 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 selfassessments during the weekly review sessions conducted every Friday.



# 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 pre-requisite 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.

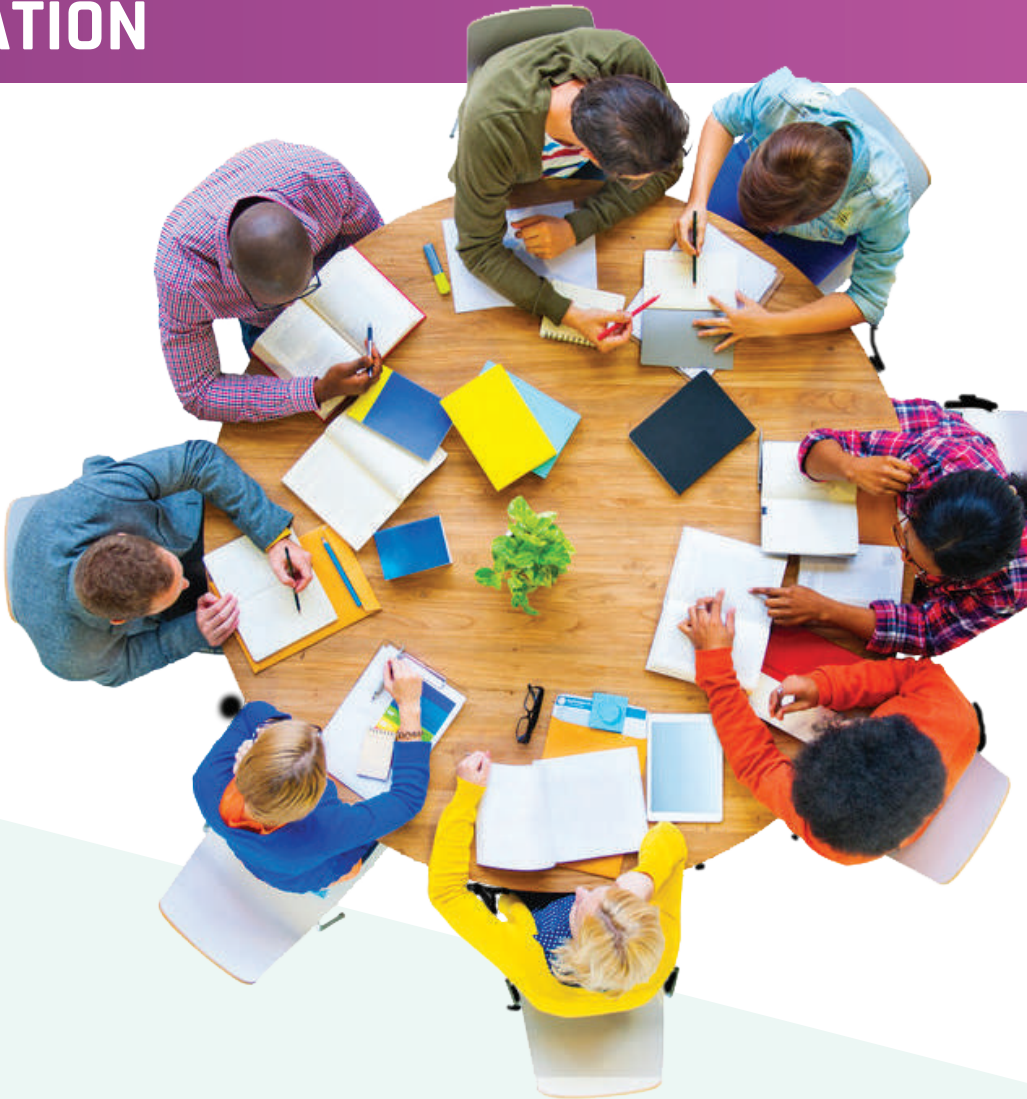
## ENTRY REQUIREMENTS

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



**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 onto 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**

# BSB30120 CERTIFICATE III in BUSINESS

CRIICS. 106339C

## COURSE OVERVIEW

This qualification provides skills and relevant knowledge required to perform effectively in the workplace. Graduates of the Certificate III in Business will develop an understanding, apply a range of skills and apply known solutions to a variety of predictable problems to competently function within small and/or large organisations.

## PATHWAY

After completing the BSB30120 Certificate III in Business, students may undertake the BSB40120 Certificate IV in Business.

## ENTRY REQUIREMENTS

- Be 18 Years old or over.
- Students who intend to enrol in this course must prove their satisfactory completion of Australian Year 11 or international equivalent, or a minimum 2 years industry experience in related fields.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an intermediate level (IELTS 5.0)

## DELIVERY AND ASSESSMENTS

This program BSB30120 Certificate III in Business is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials and group activities.

## 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
- General Clerk and/or Clerical Worker
- Payroll Officer
- Typist and/or Receptionist
- Administration Assistant
- Information Desk Clerk and/or Office Junior

## COURSE STRUCTURE

Duration: 40 weeks tuition plus 12 weeks term breaks.

CORE UNITS	
BSBPEF201	Support personal wellbeing in the workplace
BSBTWK301	Use inclusive work practices
BSBWHS311	Assist with maintaining workplace safety
BSBXCM301	Engage in workplace communication
BSBCRT311	Apply critical thinking skills in a team environment
BSBSUS211	Apply communication strategies in the workplace
ELECTIVE UNITS	
BSBTEC301	Design and produce business documents
BSBTEC302	Design and produce spreadsheets
BSBPEF301	Organise personal work priorities
BSBOPS304	Deliver and monitor a service to customers
BSBOPS305	Process customer complaints
BSBOPS301	Maintain business resources
BSBLDR301	Support effective workplace relationships

Please refer to the course description on <https://training.gov.au/Training/Details/BSB30120>



Market Street Campus : Level 8, 22 Market Street Sydney NSW 2000 Australia  
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**52 WEEKS** 12 weeks break included  
**www.victory.nsw.edu.au**

(Updated on 23.Nov.2021)



# BSB40120 CERTIFICATE IV in BUSINESS (OPERATIONS)

CRICOS. 106336F

## COURSE OVERVIEW

This qualification is suited to those who wish to work as administrators and project officers. In this role, individuals 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.

## JOB OUTCOME

Job roles and titles vary across different industry sectors.

Possible job titles relevant to this qualification include:

- Project Officer
- Administrator

## ENTRY REQUIREMENTS

- Be 18 Years old or over.
- Students who intend to enrol in this course must prove their satisfactory completion of Australian Year 12 or international equivalent, or a minimum 2 years industry experience in related fields.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an upper - intermediate Level (IELTS 5.5).

## DELIVERY AND ASSESSMENTS

This program BSB40120 Certificate IV in Business (Operations) is delivered in a classroom - based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials, and group activities.

## PATHWAY

After completing the BSB40120 Certificate IV in Business (Operations), 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.

## COURSE STRUCTURE

Duration: 40 weeks tuition plus 12 weeks term breaks.

CORE UNITS	
BSBTWK401	Build and maintain business relations
BSBXCM401	Apply communication strategies in the workplace
BSBWRT411	Write complex documents
BSBWHS411	Implement and monitor WHS policies, procedures and programs
BSBCRT411	Apply critical thinking to work practices
BSBTEC404	Use digital technologies to collaborate in a work environment
ELECTIVE UNITS	
BSBOPS404	Implement customer service strategies
BSBMKG434	Promote products and services
BSBINS401	Analyse and present research information
BSBTEC405	Review and maintain organisation's digital presence
BSBCMM411	Make presentations
BSBSTRA401	Promote innovation in team environments

Please refer to the course description on <https://training.gov.au/Training/Details/BSB40120>



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(Updated on 23.Nov.2021)

# BSB50120 DIPLOMA of BUSINESS (OPERATIONS)

CRICOS. 106337F

## COURSE OVERVIEW

This qualification provides skills and knowledge required to perform effective management in a workplace. This program will develop skill base and knowledge and awareness of management practice. Workers at this level operate at an advanced skill level and may also have responsibility for the supervision of other staff and volunteers.

## ENTRY REQUIREMENTS

- Be 18 Years old or over.
- Students who intend to enrol in this course must prove their satisfactory completion of Australian Year 12 or international equivalent, or a minimum 2 years industry experience in related fields.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an upper - intermediate Level (IELTS 5.5).

## DELIVERY AND ASSESSMENTS

This program BSB50120 Diploma of Business (Operations) is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials, and group activities.

## JOB OUTCOME

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

- Manager
- Team Leader
- Project Leader



## PATHWAY

After completing the BSB50120 Diploma of Business (Operations), 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.

## COURSE STRUCTURE

Duration: 80 weeks tuition plus 24 weeks term breaks.

CORE UNITS	
BSBCRT511	Develop critical thinking in others
BSBFIN501	Manage budgets and financial plans
BSBOPS501	Manage business resources
BSBXCM501	Lead communication in the workplace
BSBSUS511	Develop workplace policies and procedures for sustainability
ELECTIVE UNITS	
BSBHRM526	Manage payroll
BSBOPS502	Manage business operational plans
BSBOPS503	Develop administrative systems
BSBOPS504	Manage business risk
BSBWHS521	Ensure a safe workplace for a work area
BSBLDR522	Manage people performance
BSBTWK502	Manage team effectiveness

Please refer to the course description on <https://training.gov.au/Training/Details/BSB50120>



# BSB60120 ADVANCED DIPLOMA of BUSINESS

CRICOS. 106338D

## COURSE OVERVIEW

This qualification has been designed for individuals who apply specialised knowledge and skills, together with experience in leadership and management, across a range of enterprise and industry contexts. This program develops cognitive and communication skills to identify, analyse and synthesize information from a variety of sources and transfer that knowledge to others, and creative or conceptual skills to express ideas and perspectives or respond to complex problems.

Australian  
Qualifications  
Framework

NATIONALLY RECOGNISED  
TRAINING

## ENTRY REQUIREMENTS

- Be 18 Years old or over.
- Students who have completed a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions) or have two years equivalent full-time relevant workplace experience in an operational or leadership role in an enterprise.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an upper-intermediate level (IELTS 5.5)

## DELIVERY AND ASSESSMENTS

This program BSB60120 Advanced Diploma of Business is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials, and group activities.

## JOB OUTCOME

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

- Senior Administrator
- Senior Executive

## PATHWAY

After completing the BSB60120 Advanced Diploma of Business, students may articulate into continue their studies in Bachelor Degree programs offered by Australian Higher Education providers.

## COURSE STRUCTURE

Duration: 80 weeks tuition plus 24 weeks term breaks.

### CORE UNITS

BSBFIN601	Manage organisational finances
BSBOPS601	Develop and implement business plans
BSBSUS601	Lead corporate social responsibility
BSBTEC601	Review organisational digital strategy
BSBCRT611	Apply critical thinking for complex problem solving

### ELECTIVE UNITS

BSBINS601	Manage knowledge and information
BSBLDR601	Lead and manage organisational change
BSBSTR601	Manage innovation and continuous improvement
BSBMKG623	Develop marketing plans
BSBMKG541	Identify and evaluate marketing opportunities

Please refer to the course description on <https://training.gov.au/Training/Details/BSB60120>

# CUA41220 CERTIFICATE IV in (Animation and Visual Effects) SCREEN AND MEDIA

CRICOS. 107570K



## COURSE OVERVIEW

This qualification reflects the role of those who work in a range of screen and media industries, including animation and visual effects, specialist make-up services, film and television, radio and podcasting, lighting and sound, content creation and technical broadcasting environments.

## ENTRY REQUIREMENTS

- Be 18 years old or over.
- Students who intend to enrol in this course must prove their satisfactory completion of Australia Year 12 or international equivalent, or minimum 2 years industry experience in related fields.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an upper intermediate level (IELTS 5.5).

## DELIVERY AND ASSESSMENTS

This program (CUA41220 Certificate IV in Screen and Media) is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials and group activities.

## JOB OUTCOME

This qualification reflects the role of individuals who use broad range of specialised skills and a developed knowledge base in a wide variety of contexts in the screen, media, broadcasting, and entertainment industries to solve a 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:

- Animator
- Digital producer
- Digital artist
- Writer (multi-media)
- Communications technologist

## PATHWAY

After completing the CUA41220 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

Duration: 60 weeks tuition plus 18 weeks term breaks.

CORE UNITS	
BSBPEF402	Develop personal work priorities
CUAIND311	Work effectively in the creative arts industry
CUAMWB401	Develop and implement own self-care plan in the creative industries
CUAWHS312	Apply work health and safety practices
ELECTIVE UNITS	
CUADIG413	Create user interfaces
CUADIG414	Write and apply scripting language in authoring
CUAPPM417	Create storyboards
CUAANM412	Create digital visual effects
CUAANM301	Create 2D digital animations
ICTDMT405	Produce interactive animations
CUADIG304	Create visual design components
ICTWEB442	Produce interactive web animation
CUADES412	Interpret and respond to a design brief

Please refer to the course description on <https://training.gov.au/Training/Details/CUA41220>



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**www.victory.nsw.edu.au**

(Updated on 23.Nov.2021)

**78 WEEKS** 18 weeks break included



# CUA51020 DIPLOMA of (Animation, Gaming and Visual Effects) SCREEN AND MEDIA

CRICOS. 107571J



## DELIVERY AND ASSESSMENTS

This program (CUA51020 Diploma of Screen and Media) is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials and group activities.

## PATHWAY

After completing the CUA51020 Diploma of Screen and Media, students may articulate into further study of the Advanced Diploma of Screen and Media offered by any RTO or may have opportunities to continue study in bachelor degree program by Australian Universities.

## COURSE OVERVIEW

This qualification reflects the role of those who work in a range of screen and media industries, including animation, gaming and digital effects, specialist make-up services, film and television, radio and podcasting, lighting and sound, and content creation environments.

## ENTRY REQUIREMENTS

- Be 18 Years old or over.
- Students who intend to enrol in this course must prove their satisfactory completion of Australian Year 12 or international equivalent, or a minimum 2 years industry experience in related fields.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an upper - intermediate Level (IELTS 5.5).
- Successful completion of Certificate IV in Screen and Media is recommended prior to starting this course.

## JOB OUTCOME

This qualification aims to provide candidates with the skills and knowledge required to effectively perform the following job roles:

- 3D modeller
- 3D animator
- Lead animator
- Animation designer
- Instructional designer
- Interface designer
- Special effects designer

## COURSE STRUCTURE

Duration: 60 weeks tuition plus 18 weeks term breaks.

CORE UNITS	
CUAIND412	Provide freelance services
CUAIND512	Enhance professional practice using creative arts industry knowledge
CUAPPR411	Realise a creative project
CUAPPR515	Establish and maintain safe creative practice
ELECTIVE UNITS	
CUAANM302	Create 3D digital animations
CUAANM511	Create 3D digital character animations
CUADIG512	Design digital applications
CUADIG513	Design e-learning resources
CUADIG516	Design interactions
CUADIG515	Design information architecture
CUAANM512	Create 3D digital environments
CUAANM513	Design specifications for animation and digital visual effects
CUADIG511	Coordinate testing of interactive media products
ICTDBS507	Integrate databases with websites
BSBCMM411	Make presentations

Please refer to the course description on <https://training.gov.au/Training/Details/CUA51020>



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**78 WEEKS** 18 weeks break included  
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### COURSE OVERVIEW

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in a 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 in this course must prove their satisfactory completion of Australian Year 12 or international equivalent, or a minimum 2 years industry experience in related fields.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an upper intermediate level (IELTS 5.5).

### DELIVERY AND ASSESSMENTS

This program (BSB40820 Certificate IV in Marketing and Communication) is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials and group activities.

### JOB OUTCOME

Graduates of the BSB40820 Certificate IV in Marketing and Communication will develop an understanding of the dynamics and principles underlying effective functioning of work groups, as well as the necessary skills to competently function within small and/or large organisations.

Possible job titles relevant include:

- Marketing officer
- Advertising account coordinator
- Sale and customer service officer
- Social media officer
- Media assistant



### PATHWAY

After achieving the BSB40820 Certificate IV in Marketing and Communication, students may undertake the BSB50620 Diploma of Marketing and Communication.

### COURSE STRUCTURE

Duration: 40 weeks tuition plus 12 weeks term breaks.

CORE UNITS	
BSBCMM411	Make presentations
BSBCRT412	Articulate, present and debate ideas
BSBMKG433	Undertake marketing activities
BSBMKG439	Develop and apply knowledge of communications industry
BSBMKG435	Analyse consumer behaviour
BSBWRT411	Write complex documents
ELECTIVE UNITS	
BSBMKG440	Apply marketing communication across a convergent industry
BSBMKG434	Promote products and services
BSBFIN401	Report on financial activity
BSBCRT413	Collaborate in creative processes
BSBMKG437	Create and optimise digital media
BSBTEC403	Apply digital solutions to work processes

Please refer to the course description on <https://training.gov.au/Training/Details/BSB40820>



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## COURSE OVERVIEW

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.

## ENTRY REQUIREMENTS

- Be 18 Years old or over.
- Students who intend to enrol in this course must prove their satisfactory completion of Australian Year 12 or international equivalent, or a minimum 2 years industry experience in related fields.
- Students who intend to enrol in this course must completed the following units (or equivalent competencies):

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
BSBWRT411	Write complex documents.

Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

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

## JOB OUTCOME

Graduates of the BSB50620 Diploma of Marketing and Communication will develop an understanding of the dynamics and principles underlying effective functioning of work groups, as well as the necessary skills to competently function within small and/or large organisations.

Possible job titles relevant include:

- Marketing Executive
- Brand Manager
- Marketing Manager
- Marketing Assistant
- Brand Ambassador



## PATHWAY

After achieving the BSB50620 Diploma of Marketing and Communication, students may undertake the BSB60520 Advanced Diploma of Marketing and Communication.

## DELIVERY AND ASSESSMENTS

This program BSB50620 Diploma of Marketing and Communication is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials, and group activities.

## COURSE STRUCTURE

Duration: 60 weeks tuition plus 18 weeks term breaks.

CORE UNITS	
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBMKG555	Write persuasive copy
BSBMKG552	Design and develop marketing communication plans
BSBPMG430	Undertake project work
ELECTIVE UNITS	
BSBMKG551	Create multiplatform advertisements for mass media
BSBMKG543	Plan and interpret market research
BSBMKG545	Conduct marketing audits
BSBMKG546	Develop social media engagement plans
BSBFIN501	Manage budgets and financial plans
BSBOPS504	Manage business risk
BSBPEF501	Manage personal and professional development

Please refer to the course description on <https://training.gov.au/Training/Details/BSB50620>



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78 WEEKS 18 weeks break included

(Updated on 23.Nov.2021)

# BSB60520 ADVANCED DIPLOMA of MARKETING AND COMMUNICATION

CRICOS. 106991H



## COURSE OVERVIEW

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.

## ENTRY REQUIREMENTS

- Be 18 Years old or over.
- Students who intend to enrol in this course must prove their satisfactory completion of Australian Year 12 or international equivalent, or a minimum 2 years industry experience in related fields.
- Students who intend to enrol in this course must 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
  - BSBPMG430 Undertake project workEquivalent competencies are predecessors to these units, which have been mapped as equivalent.
- Students must have good communication skills. Candidates whose English is not their first language are required to prove their English language skills which is equivalent to an upper-intermediate level (IELTS 5.5).

## JOB OUTCOME

Graduates of the BSB60520 Advanced Diploma of Marketing and Communication will develop an understanding of the dynamics and principles underlying effective functioning of work groups, as well as the necessary skills to competently function within small and/or large organisations.

Possible job titles relevant include:

- Marketing Executive
- Account Planning Manager
- Marketing Strategist
- Regional Marketing Manager
- Business Development Manager



## PATHWAY

After achieving the BSB60520 Advanced Diploma of Marketing and Communication, students may undertake Graduate Diploma in Commerce or Marketing at Universities.

## DELIVERY AND ASSESSMENTS

This program BSB60520 Advanced Diploma of Marketing and Communication is delivered in a classroom-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects and tasks with a simulated workplace, tutorials, and group activities.

## COURSE STRUCTURE

Duration: 60 weeks tuition plus 18 weeks term breaks.

CORE UNITS	
BSBMKG621	Develop organisational marketing strategy
BSBMKG622	Manage organisational marketing processes
BSBMKG623	Develop marketing plans
BSBTWK601	Develop and maintain strategic business networks
ELECTIVE UNITS	
BSBMKG625	Implement and manage international marketing programs
BSBMKG626	Develop advertising campaigns
BSBFIN501	Manage budgets and financial plans
BSBCRT512	Originate and develop concepts
BSBMKG626	Develop advertising campaigns
BSBMKG627	Execute advertising campaigns
BSBMKG628	Lead organisational public relations
BSBCRT611	Apply critical thinking for complex problem solving

Please refer to the course description on <https://training.gov.au/Training/Details/BSB60520>



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(Updated on 23.Nov.2021)





## Payment Method

Please send the proof of payment made / receipt to:  
[admission@victory.nsw.edu.au](mailto:admission@victory.nsw.edu.au)

### DIRECT BANK DEPOSIT or ONLINE TRANSFER

**Commonwealth Bank** of Australia 

**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.  
Credit card transaction fee of 3.0% of the amount will be charge separately.

### MAIL

Please mail your cheque to Accounts Department  
Victory Institute - Level 8, 22 Market Street,  
Sydney NSW 2000

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(Updated on 23.Nov.2021)