

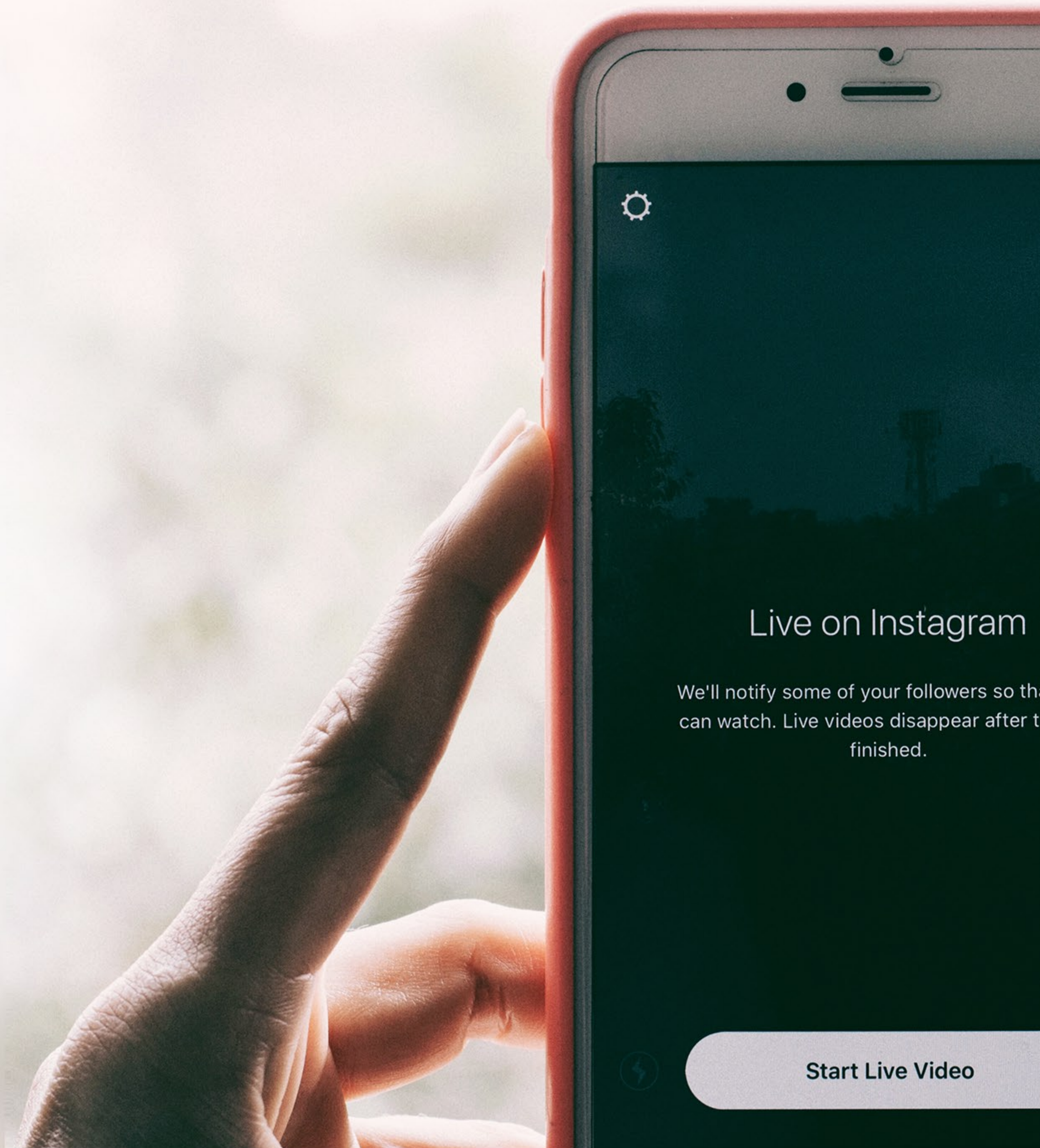


BSB50215

Diploma of Business

CRICOS 094075C

Students will participate in practical and authentic business situations. This may involve using innovation and creativity to develop feasibility studies or undertake business ventures. The focus on marketing and online communications ensure that graduates have the necessary skills to grow a business in contemporary settings in order to access thousands or millions of local, national or international customers who are searching, interacting, sharing and shopping online.



Course Duration

4 terms (52 weeks inclusive 16 weeks holidays)

Entry Requirements

- ◆ Applicants must provide evidence of successfully completed Year 12 or equivalent
- ◆ Students must be over 18 years of age at time of course commencement
- ◆ Students need an appropriate level of English or Certificate IV to undertake this course (such as an English level of Upper-Intermediate or IELTS 5.5).

Course Units

Term 1

Identify and evaluate marketing opportunities

Coordinate advertising research

Term 2

Develop a marketing plan

Develop a social media engagement plan

Term 3

Plan e-marketing communications

Develop a media plan

Term 4

Manage operational plan

Interpret market trends and developments

