


BSB52415 Diploma of Marketing and Communication

CRICOS Course Code: 092394D

Apex Institute of Education Pty. Ltd.

RTO Provider Code: 91606 CRICOS Provider No: 03156M

PRE-ENROLMENT INFORMATION FOR INTERNATIONAL STUDENTS

Course Description	<p>This qualification reflects the role of individuals working in a variety of marketing roles across different industry sectors who possess a sound theoretical knowledge base and demonstrate a range of managerial skills. Typically, they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.</p>		 <small>NATIONALLY RECOGNISED TRAINING</small>
Qualification Title	<p>Diploma of Marketing and Communication</p>		
Training Package	<p>BSB Business Services Training Package</p>		
Duration	<p>52 weeks (40 weeks tuition + 12 weeks holidays)</p>		
Delivery Mode	<p>Full time (20 hours per week) blended (Face to face and online)</p>		
Delivery Location	<p>Levels 2 & 3 22-26 Goulburn Street Sydney NSW 2000 Australia 2 Sorrell Street Parramatta NSW 2150 Australia</p>		
Unit Code	Unit of Competency Name	Type	
BSBMKG523	Design and develop an integrated marketing communication plan	Core	
BSBMKG507	Interpret market trends and developments	Core	
BSBPMG522	Undertake project work	Core	
BSBMKG501	Identify and evaluate marketing opportunities	Elective	
BSBMKG514	Implement and monitor marketing activities	Elective	
BSBLDR502	Lead and manage effective workplace relationships	Elective	
BSBFIM501	Manage budgets and financial plans	Elective	
BSBMKG506	Plan market research	Elective	
BSBMKG516	Profile international markets	Elective	
BSBMKG502	Establish and adjust the marketing mix	Elective	
BSBADV507	Develop a media plan	Elective	
BSBADV509	Create mass print media advertisements	Elective	
Vocational Outcomes	<p>Job roles and titles vary across different industry sectors. Upon successful completion of BSB52415, a person could seek employment opportunities in various business and commercial enterprises as Marketing manager, Marketing team leader or Public relations manager</p>		
Entry Requirements	<p>Training Package requirements Entry to this qualification is limited to those individuals who have completed all core units in BSB42415 Certificate IV in Marketing and Communication.</p> <p>AIE's requirements AIE advises that prospective students are able to demonstrate sufficient English language, literacy, and numeracy skills at a year 12 level or equivalent. Basic computer skills are required for this qualification.</p> <p>People of mature age (over 21) who have not completed Year 12 will be considered for enrolment on an individual basis, taking account of their experience and aptitude.</p> <p>International student requirements International students are required to have an English ability at the IELTS 5.5 (International English Language Testing System) level or higher, as written and oral</p>		

	<p>forms of communication and the ability to read and understand documents are important requirements of the course.</p> <p>IELTS is the preferred test for English proficiency; however, results of other testing systems may also be accepted. Students can also show evidence to demonstrate equivalence to IELTS 5.5.</p> <p>Students must show certified proof of their proficiency or proof of having passed an appropriate English Language Test within the last two years.</p>	
Pathways	<p>Pathways into the qualification Candidates may enter the qualification after completing BSB42415 Certificate IV in Marketing and Communication.</p> <p>Pathways from the qualification After achieving the BSB52415 Diploma of Marketing and Communication, candidates may choose to undertake Advanced Diploma of Marketing and Communication.</p>	
Award	Students obtaining a 'competent' result for all listed competencies will achieve a BSB52415 Diploma of Marketing and Communication. A Record of Results will be issued to students who compete less than required units. This nationally recognised course is compliant with the Australian Qualification Framework.	
Protection of fees paid in advance	Pre-paid tuition fees paid by overseas students are protected through Tuition Protection Service (TPS).	
Tuition Fee	AUD \$11,500.00	Compulsory
Enrolment fee	AUD \$500 (non-refundable)	Compulsory
Materials Fee	AUD \$200 (covers the cost of workbooks and assessment materials)	Compulsory
Other fees and charges	<p>Airport transfer fee: \$150 (one way only)</p> <p>Tuition fee late payment charges: \$100 per week</p> <p>Recognition of Prior Learning (RPL) fees: \$300 per unit (approximately)</p> <p>Re-assessment fees (theory units): \$250 per unit (\$100 for exam and \$150 for assignment)</p> <p>Re-assessment fees (cooking practical units): \$450 per unit (\$100 for exam and \$350 for kitchen practicals) or \$100 for each week practicals missed</p> <p>Student ID card replacement fee: \$20</p> <p>Onshore deferment / suspension request fee: \$250</p> <p>Offshore deferment request fee: \$150</p> <p>Letters urgent request fee: \$30 per letter (issued on the same day)</p> <p>Replacement certificate fee: \$200</p> <p>CoE admin fee: \$200 (if changes to CoE requested)</p> <p>Certificate urgent processing fee: \$100 (issued within 5 working days after the completion of all units)</p> <p>Printing and photocopying charges: 20 cents per page</p> <p>Record of Results fee: \$50</p> <p>Course withdrawal fee: \$300</p> <p>Change of class fee: \$100</p> <p>Change of timetable fee: \$120</p> <p>Change of campus fee: \$100</p>	If applicable
OSHC	It is the responsibility of the student to obtain Overseas Student Health Cover (OSHC) for the whole duration of their course. AIE shall request for evidence of OSHC upon enrolment. AIE may assist students with membership application.	Compulsory
Overseas	As an International Student, it is a condition of your student visa that you have Overseas Student Health Cover (OSHC) for the entire duration of your stay in	

Student Health Cover	Australia. OSHC gives you access to out of hospital and in hospital medical services to help you maintain your health. For the latest fees and other important information on OSHC please visit www.medibank.com.au or www.bupa.com.au
Tuition Fee Instalment Payments	Enrolment fee and First Instalment must be paid prior to issuance of e-CoE. Contact AIE for instalment payment options. Second and subsequent instalment fees must be paid 2 weeks prior to the commencement of the fee instalment study period.
Refunds Policy	<p>Fees</p> <p>All fees must be paid by the due date to avoid penalties and other sanctions such as precluding from attending classes, submitting assessments and receiving documents. Penalties apply for fees received after due dates. All fees must be paid in Australian dollars only. AIE reserves the right to review its fees regularly and may change its fees during student's enrolment. Students can pay full fees if they wish to, but they are not required to pay more than 50 percent upfront if the course duration is more than 25 weeks.</p> <p>Refunds in case of student default</p> <ol style="list-style-type: none"> 1. Student default may occur when: <ol style="list-style-type: none"> a) The student does not start the course on the agreed course start date (and has not previously withdrawn); or b) The student withdraws from the course either before or after the agreed course start date; or c) AIE refuses to provide or continue providing the course due to: <ol style="list-style-type: none"> i. student's misbehaviour; or ii. failure to pay required fees to undertake the course; or iii. student breaching his/her visa conditions 2. When student withdraws from course prior to 28 days of the course start date, AIE refunds the total amount received prior to the default day less: <ol style="list-style-type: none"> a) 25% of the tuition fees received b) Enrolment fee c) Accommodation booking fee d) Airport pickup fee e) Any other costs incurred by the AIE on behalf of student 3. No refunds will be provided when: <ol style="list-style-type: none"> a) student withdraws from the course within 28 days of the course start date b) student defaults or decides to change provider after commencing the course c) Student defers his/her course to a later date d) Student abandons his/her course after starting for whatever reason 4. Refunds (if any) will be provided to the student within 4 weeks after receiving the refunds claim with relevant supporting evidence 5. Refunds (if any) will be deposited into the authorised account notified by the student on refund form <p>Refunds in cases of student visa refusal</p> <ol style="list-style-type: none"> 1. This applies when the student was refused a student visa and as a consequence fails to start on the agreed starting day or withdraws from the course after student has already commenced the course. 2. Refunds will be calculated as per the Education Services for Overseas Students (Calculation of Refund) Specification 2014 (https://aei.gov.au) 3. Refunds (if any) will be provided to the student within 4 weeks after receiving the refunds claim with relevant supporting evidence 4. Refunds (if any) will be deposited into the authorised account notified by the student on refund form <p>Refunds in case of AIE default</p> <ol style="list-style-type: none"> 1. This applies when AIE fails to start to provide the course to the student on the agreed starting day; or the course ceases to be provided to the student at any

	<p>time after it starts but before it is completed; and the student has not withdrawn from the course before the AIE's default.</p> <ol style="list-style-type: none"> 2. AIE may arrange for a suitable alternative placement within 14 days after the default day. If the student accepts this offer of a placement, student needs to sign an acceptance document. 5. Alternatively, if AIE is unable to offer a suitable alternative placement or student does not accept the alternative suitable placement chosen by the AIE, then AIE will pay the refund to the student, as determined by Education Services for Overseas Students (Calculation of Refund) Specification 2014 (https://aei.gov.au) 3. The refunds will be paid within 14 days after the default day. 4. In the event, AIE does not satisfy its obligation to an affected student, TPS (Tuition Protection Service) Director will facilitate access for the student to course placement or refunds. 5. Refunds (if any) will be deposited into the authorised account notified by the student on refund form <p>Refunds for students who enrolled for multiple courses on a packaged offer Refunds will be processed as per the above conditions for all courses on a packaged offer.</p> <p>Process for claiming refunds Students who are requesting a refund must complete the Refund Application Form (available from our Enrolment Officer) and send it along with all supporting documents such as the visa refusal letter to Enrolments Officer, AIE, 2 Sorrell Street, Parramatta NSW 2150.</p> <p>Bank charges will be deducted from the refunded amount.</p> <p>This agreement, and the availability of complaints and appeals processes, does not remove the right of the student to take action under Australia's consumer protection laws.</p>
<p>Recognition of Prior Learning (RPL) & Credit transfers</p>	<p>AIE must recognise the AQF qualifications and statements of attainment issued by any other Registered Training Organisation (RTO). RPL and Credit Transfer are available for students to access prior to enrolment.</p> <p>The RPL process conducted by AIE is an assessment process, which provides acknowledgement of all skills and knowledge gained through the life experiences, work experience, previous training and formal education of applicants.</p> <p>Recognition of Prior Learning (RPL) is an assessment process that assesses a non-formal and informal learning to determine the extent to which that individual has achieved the required learning outcomes, competency outcomes, or standards for entry to, and/or partial or total completion of, a qualification</p> <ul style="list-style-type: none"> • RPL must be offered on application for all of the VET Courses • A formal application for RPL must be submitted using the Application for RPL and Credit Transfer Form • The evidence provided for RPL must address the currency of competencies being assessed. • All applications must be submitted prior to the course commencement date and assessments finalised within 14 days from commencement date <p>Credit Transfer (CT) assesses the initial course or subject that the individual is using to claim access to, or the award of credit in, the destination course to determine the extent to which it is equivalent to the required learning outcomes, competency outcomes, or standards in a qualification. Some Credit Transfer arrangements are also called Advanced Standing or Exemptions.</p> <ul style="list-style-type: none"> • Credit Transfer be offered on application for all of the VET Courses

	<ul style="list-style-type: none"> • A formal application for Credit Transfer must be submitted using the Application for RPL and Credit Transfer Form • All applications must be submitted and assessed prior to census date • AIE mutually recognises accredited courses, qualifications and Statements of Attainments. <p>Recognition of Current Competency (RCC) - This term is synonymous with RPL.</p> <p>RPL for Entry - is an arrangement where learners are provided access to assessment tools and processes to assist them to meet minimum entry requirements for access to a course or qualification. Note: In RPL for Entry no qualification is issued. Recognition is given to the person's prior learning to permit entry through equivalence into a qualification that requires some specified entry standard.</p> <p>Overseas Equivalence - is an arrangement to give formal recognition to an individual who has completed a course or qualification overseas. The National Overseas Office of Skills Recognition (NOOSR) can assist this process.</p> <p>For Overseas Students: Exemptions will only be granted on the basis of fully documented formal qualification. The granting of exemptions may reduce the total course price and require a reduction in course duration. This will necessitate a new e-CoE if granted prior to the course commencement and notification to the Department of Immigration and Border Protection (DIBP) via PRISMS website</p>																				
Training Delivery	<p>Structured Formal Training will be held in designated classrooms at our Sydney and Parramatta campuses</p> <ul style="list-style-type: none"> • Students are expected to attend all scheduled training sessions with appropriate learning resources • Students are expected to undertake 5 hours per week of online study and 5 hours per week of self-study at home in addition to attending classes. Online and self-study activities may include reading class materials, completing research activities and completing assessment tasks. • Training includes structured training activities: class discussions, workbook activities, case studies, presentations and role plays (performed individually and in small groups) under the trainer's supervision. • For each unit, students are provided with a workbook that includes topics and activities relating to the unit of competency. • Students will be required to purchase books, as indicated in the course brochures. • All scheduled training sessions will take place at our Sydney and Parramatta campuses. These training sessions allow candidates to gain knowledge and practice skills for each unit in a group based environment. Candidates will get opportunity to participate and work in a team to perform role plays, group discussions, listen and reflect activities, questions and answer sessions to develop their communication, team work, self-management and learning and problem solving, planning/organising skills. • Candidates will be provided opportunities to use computer labs to develop their technology skills and research skills using internet. 																				
Assessments	<p>Summative assessment – This will be conducted during and on completion of training for each unit to determine if the learner is competent. Summative assessments at the end of each unit will be conducted using a project assignment and written test. Here are some types of Assessment methods that you may undertake:</p> <table border="1" data-bbox="410 1808 1430 1940"> <tr> <td>1</td> <td>Assignment</td> <td>3</td> <td>Test, Exam Questioning</td> <td>5</td> <td>Case Study</td> <td>7</td> <td>Third Party Report</td> <td>9</td> <td>Self-assessment</td> </tr> <tr> <td>2</td> <td>In Class Activities</td> <td>4</td> <td>Observation</td> <td>6</td> <td>Role Play</td> <td>8</td> <td>Oral questioning</td> <td>10</td> <td>RPL</td> </tr> </table>	1	Assignment	3	Test, Exam Questioning	5	Case Study	7	Third Party Report	9	Self-assessment	2	In Class Activities	4	Observation	6	Role Play	8	Oral questioning	10	RPL
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Work Placement	There is no work placement for this course.
Competency Based Training and Assessment	<p>Competency Based Training is always concerned with what the participant will be able to do at the end of training. There is not so much concern with what the inputs are or how the participant got there. So long as the participant achieves the listed knowledge and skill for the competency, it does not matter who taught him or her, how or when the training takes place, what resources are used or of what the content material of the curriculum consists.</p> <p>Key features of Competency Based Training are:</p> <ul style="list-style-type: none"> • Identifying pathways; • Making competency meaningful; • Actively engaging industry or enterprise; • Target the audience; • Evaluate and judging evidence; and • Record and feedback.
Trainers and Assessors	All trainers and assessors possess relevant vocational and training and assessment competencies and have relevant industry skills.
Reasonable Adjustment	Reasonable adjustment involves carrying the assessment process to take into account the special characteristics of the student while ensuring the validity, fairness and reliability of assessment decisions. Adjustments are considered 'reasonable' if they do not impose an unjustifiable hardship upon AIE. Adjusting the assessment process may involve varying the procedures for conducting the assessment, for example allowing additional time for the completion of tasks, extending deadlines for assignments, varying the venue, date or times for assessment. The Trainer and Assessors shall vary the evidence gathering techniques, for example, using an assignment instead of an exam, oral rather than written questioning, and short answers instead of multiple choice and varying question and response modalities.
Student Support Services	AIE has appropriate student support services available to its enrolled students so that they are adjusted to their life and study at AIE and that they are supported throughout their course of study on attendance and course progress matters to enable them to complete their course successfully.
Learning Resources	All text and reference books are available for participant use whilst on AIE premises. AIE training facilities for this course include specialised classrooms, audio-visual equipment, projectors, computer facilities, and a student borrowing library.
Academic Performance	Student academic performance will be monitored regularly as per the AIE Monitoring Course Progress policy and procedure. Please refer to Student Handbook for more details on this policy. Student Handbook is available on our website www.apexaustralia.edu.au
Deferrals, suspensions and cancellations	<p>AIE will not allow a student to defer commencement or suspend studies except on the grounds of illness as evidenced by a medical certificate indicating that the student cannot attend studies; or other exceptional compassionate circumstances beyond the students control e.g. bereavement or misbehaviour by the student.</p> <p>AIE may also suspend the student's enrolment due to student's misbehaviour</p> <p>AIE may cancel the student's enrolment due to student's serious misbehaviour or non-payment fees. Please refer to Student Handbook for more details on this policy.</p> <p>Student Handbook is available on our website www.apexaustralia.edu.au</p>
Participant Discipline	AIE follows a participant discipline policy for the protection of the participants, staff and AIE. Actions will be taken against the participant who breaches the requirements of the Student Discipline and Code of Conduct (refer to Student Handbook available on our website www.apexaustralia.edu.au).
ESOS Description	It is recommended that students access additional information about the Education Services for Overseas Students (ESOS) Act at https://aei.gov.au/regulatory-information/pages/regulatoryinformation.aspx to gain a greater understanding of rights and obligations of international students.
Obligations of brining school	If you are a current or intending international student, please be advised that Australian laws mandates your obligations to ensure that any school-aged dependents (in the state

aged dependants	<p>of New South Wales compulsory school age is when the child is of or above six (6) years and below the school leaving age which is seventeen (17) years of age. Ref: <i>NSW EDUCATION ACT 1990 - SECT 21B</i>) accompanying you must be enrolled into a school. Please visit http://www.studyinaustralia.gov.au/global/australian-education/bringing-your-children for more information on bringing children to Australia.</p> <p>Your options for the schooling of your school-aged dependants in the state NSW are:</p> <ul style="list-style-type: none"> • Government Schools (search for a public school in NSW here https://education.nsw.gov.au/going-to-a-public-school/finding-a-public-school) • Non-Government / Independent Schools (search for an independent school in NSW here http://www.aisnsw.edu.au/Pages/SchoolFinder.aspx) <p>School fees will be payable before your child commences studying. The fee will vary between \$8,500 - \$10,500 per year depending on the school year (or grade) of your child. Please visit http://www.decinternational.nsw.edu.au/study/schools/temporary-residents for more information.</p>
Cost of Living	<p>The cost of living in Sydney area really depends on your lifestyle. As a guide, you will need AUD 19,830 at a minimum for living expenses for one year (covering accommodation, transport and food but not entertainment or a car). An initial cost of roughly A\$3,000 is needed to cover rental bonds, furniture, electricity and telephone. You only need to pay this once.</p>
Local Environment and Life in Parramatta and in Sydney	<p>Arriving to our campuses AIE campuses are located close to train stations and bus stops. The Sydney airport trains run regularly to Sydney City and it takes about 20 minutes to get to Parramatta from the Sydney City by Train. Taxi services are available from the Airport and Parramatta train stations which can take you to your destination.</p> <p>Location Our Sydney campus is located between Sydney Town Hall and Central stations and our Parramatta campus is located near the Parramatta river and both our campuses can be reached in less than 10 min on foot from train stations. The Sydney city and Parramatta City Council also operates a free city shuttle bus which runs every 10 minutes in CBD areas. Buses also run from the Sydney Town Hall, Sydney Central and Parramatta train stations to most suburbs surrounding Parramatta.</p> <p>Population At the 2011 Census, Sydney had a population of 4.029 million and Parramatta had a population of 166,856.</p> <p>Accommodation Options Sydney and Parramatta boasts a diverse range of accommodation options. Students may choose to live with an Australian family, in student lodging, or take on an independent apartment or rental. Whatever you choose, we suggest arranging your accommodation as early as possible. For students who have not decided where they would like to live, a minimum booking of four weeks at a Homestay will guarantee you somewhere to stay upon arrival and while you make more definite arrangements. Airport pickup can be arranged with accommodation. Average weekly rent for a one-bedroom unit in Sydney or Parramatta area is around \$300 per week. You can search for properties by visiting www.domain.com.au or www.realestate.com.au</p> <p>Homestay Homestay, with an Australian family in a private furnished bedroom, is a great opportunity for students to improve their language skills and have an authentic cultural experience. Students under 18 years of age must have a local guardian. This can be provided by Australian families who are selected by AIE through Homestay Providers List. Further information regarding the services provided by these agencies and the associated costs can be obtained from the AIE Enrolment Officer.</p> <p>Entertainment & Culture Sydney and Parramatta both have vibrant multicultural community that combines some of the most important heritage sites in Australia. There are swimming pools, golf clubs, tennis courts, skate parks and numerous sporting fields available in Sydney and Parramatta in addition to several restaurants and cafes. Sydney and Parramatta are also home to many unique historic buildings.</p>

Employment

Students on student visas are allowed to work part-time (40 hours per fortnight) during study period and full-time hours during college breaks. Students are advised that part-time work may distract them from their studies and they should not rely on their earnings to pay tuition fees or other living expenses.

Child Care

AIE does not offer child care. Students are strongly advised to make arrangements for their children (under the school age) to be looked after while they study at AIE. There are long-day childcare centres in most suburbs. Parents must meet the cost of child care.

Food, Shopping and Night life

Sydney and Parramatta have variety of restaurants including Thai, Vietnamese, Greek, Italian, African, Indian, Chinese, Japanese, Modern Australian, Seafood, Mediterranean restaurants and everything in between. There is Westfield shopping centre in Sydney's Pitt street mall and one in Parramatta. There are plenty of boutique and grocery stores in and around Sydney and Parramatta. Sydney and Parramatta host several events throughout the year and some of these events occur in the night time. Please visit <http://www.sydney.com> and <http://www.discoverparramatta.com> for more information on night life in Sydney and Parramatta.

Climate

Sydney and Parramatta experiences fair weather all year round with average temperatures ranging from 26°C for the warmer months and 15°C for the cooler months. Rainfall is spread evenly throughout the year and averages 1200mm with a humidity of 62%.

Summer	December to February - Average: min 18°C max 26°C
Autumn	March to May - Average: min 15°C max 22°C
Winter	June to August - Average: min 9°C max 17°C
Spring	September to November - Average: min 14°C max 22°C

Transport

Sydney and Parramatta are both well serviced by public transport. Ferries service various parts of the Sydney Harbour including ferry service to Parramatta. Parramatta has transport interchange near the train station. Trains and busses run from Parramatta to most areas of Sydney. <http://www.transportnsw.info/>

Telephone, Internet and Post

You will have free access to email at the college and there are various internet cafes located throughout Parramatta and Sydney. The cheapest way to phone overseas is using a phone card. These are available at newsagents and convenience stores. You will need to compare different cards to see which is the cheapest for your country. If you would like a mobile phone, packages start from around A\$15 a month plus call costs for a two-year contract. You can also buy a pre-paid mobile phone for about A\$100. To post a letter overseas the cost is between \$1.10 and \$2.60 through Australia Post. Parcels and freight are a lot more expensive and the cost will depend on how much you are sending and where it is going to.

International calls

0011 + country code + area code + number (country codes may be found in the telephone directory).

0012 + country code + area code + number (to find out the cost of the call immediately afterwards)

Banking

There are several banks located in and around Parramatta. A Savings Account is probably the most suitable account for students. Many shops in Australia will not accept cheques but most will take credit cards. An ATM Card can be used in most supermarkets to pay for groceries and bills.

Please download the international student guide from the below website.

<http://www.cityofsydney.nsw.gov.au/community/community-support/international-students>