



MARKETING & COMMUNICATION

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WHY STUDY AT CSF

CONVENIENT LOCATION
SMART TEACHING
FRIENDLY STAFF

COMPETITIVE FEES
STRONG NETWORK
FITNESS FACILITIES

COMMITMENT TO SUCCESS
STUDENT SUPPORT
FOCUS ON QUALITY

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SYDNEY CBD

12 WENTWORTH AVENUE
SYDNEY 2010
NSW AUSTRALIA

MANLY

BUILDING 5
33 SCENIC DRIVE,
NORTH HEAD MANLY
2095 NSW AUSTRALIA

PERTH

LEVEL 1, 120 ROE STREET
NORTHBRIDE WA 6003



COLLEGE OF SPORTS & FITNESS

CSF 0080/FEB19

SOCIAL MEDIA

MARKETING IN THE NEW MILLENNIUM

This course is designed to take you from the basics of social media marketing to a professional, learning how to create compelling marketing content, develop a social media marketing strategy, create and promote personal brands online and manage and implement email marketing. You will learn how to get the best results from marketing through platforms such as Facebook, Twitter, Instagram and beyond.

COURSE INFORMATION

Our Marketing and Communication course has been developed according to the requirements of the Business Training Package (BSB) and has been approved for delivery by the Australian Skills Quality Authority (ASQA). It is a nationally recognized qualification within the Australian Qualification Framework (AQF).



STUDY PATHWAY

Study pathways enable students to obtain credit transfer to several universities. To find out more please contact Student Services.

STUDY TRACK

Our objective is to provide graduates with the necessary skills and knowledge that will empower them to successfully fulfill the demands of the workplace.

Training is delivered in stages that correspond to AQF levels. The desired pathway for a qualification is for students to complete the requirements of the previous level qualification before progressing to the next level – thereby achieving more than one qualification.

FUNCTIONAL DELIVERY & ASSESSMENT TECHNIQUES

Delivery and assessment strategies have been selected to mirror the nature of all elements and performance criteria within each competency cooperatively providing the needs and learning styles of the learners.

ENTRY REQUIREMENTS

- > Be 18 years of age or above
- > English language level of minimum IELTS 5.5 or equivalent (if the level of English is insufficient, a suitable course can be organised)
- > Year 11 or equivalent certificate of senior secondary education

COURSE DELIVERY

This course is delivered over 20 hours per week through a combination of face-to-face and online delivery.

ADDITIONAL FEES

Enrolment Fee: **A\$200**

ACADEMIC YEAR / START DATES

The year is divided into 4 terms. See below for term intake dates.

YEAR	TERM 1 INTAKES		TERM 2 INTAKES		TERM 3 INTAKES		TERM 4 INTAKES	
	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM	PRIMARY	MID-TERM
2019	—	—	—	20 MAY	08 JUL	12 AUG	30 SEP	04 NOV
2020	20 JAN	24 FEB	13 APR	18 MAY	06 JUL	10 AUG	28 SEP	02 NOV
2021	25 JAN	01 MAR	19 APR	24 MAY	12 JUL	16 AUG	04 OCT	08 NOV
2022	24 JAN	28 FEB	18 APR	23 MAY	11 JUL	15 AUG	03 OCT	07 NOV

QUALIFICATION	SUBJECT NAME	UNIT CODE	UNIT NAME
Certificate IV in Marketing and Communication BSB42415 CRICOS Course Code 099896C	Digital media communication and advertising strategy	BSBMKG417	Apply marketing communication across a convergent industry
		BSBMKG418	Develop and apply knowledge of marketing communication industry
		BSBADV408	Review advertising media options
	Create social media content and present ideas	BSBCMM401	Make a presentation
		BSBCRT401	Articulate, present and debate ideas
		BSBMGT407	Apply digital solutions to work processes
	Develop and promote brands online	BSBIPR403	Protect and use brands and business identity
		BSBMKG413	Promote products and services
		BSBMKG419	Analyse consumer behavior
		BSBMKG420	Create digital media user experiences
Digital Marketing Foundations	BSBMKG421	Optimise digital media impact	
	BSBADV510	Create mass electronic media advertisements	
Tuition Fee A\$ 8,000			
Duration 12 months 4 Terms /40 College Weeks			