

FACULTY OF BUSINESS



CAMPUS: Main Campus, Brisbane Campus

COURSES: BSB40820 Certificate IV in Marketing and Communication
BSB50620 Diploma of Marketing and Communication
BSB60520 Advanced Diploma of Marketing and Communication
BSB50420 Diploma of Leadership and Management

FACULTY OF BUSINESS



Imagine Education Australia's Faculty of Business delivers training in marketing and communication, and leadership and management. Courses are offered from Certificate IV level through to Advanced Diploma level. Our highly-skilled trainers are committed to providing our students the best and most up-to-date training in their chosen area of this dynamic field. At Imagine our aim is to give our Faculty of Business students the tools and training to enter the world of business confidently.

BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION



COURSE CODE:	BSB40820
CRICOS CODE:	103732G
COURSE LENGTH:	32 weeks
CAREER OUTCOMES:	Direct marketing officer; marketing officer; marketing research assistant; marketing coordinator; public relations officer
ARTICULATION PATHWAY:	Diploma of Marketing and Communication; a range of Diploma Level Qualifications within the business services training package
CAMPUS:	Brisbane Campus

OVERVIEW

Over 32-weeks you will develop marketing skills and a broad knowledge base in a wide variety of marketing contexts. You will learn important skills including; how to promote products and services; how to make a presentation; how to conduct market research; and how to apply digital solutions to work processes.

Once you have successfully completed your qualification, you may wish to pursue a career in a variety of exciting roles. These include marketing officer, marketing research assistant, or public relations officer amongst others. Alternatively you may wish to further your studies with your Diploma of Marketing and Communication or another Diploma course in the Business Services Training Package.

ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

TIMETABLE

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Friday 8:30am - 4:30pm	Monday, Tuesday, Wednesday or Thursday 8:30am - 4:30pm	5 hours per week

* Please note, course timetables are subject to change and attendance is recorded

BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION



COURSE CODE:	BSB50620
CRICOS CODE:	103734E
COURSE LENGTH:	32 weeks
CAREER OUTCOMES:	Marketing manager; marketing team leader; product manager; public relations manager
ARTICULATION PATHWAY:	Advanced Diploma of Marketing and Communication
PRE-REQUISITES:	See Entry Requirements
CAMPUS:	Brisbane Campus

OVERVIEW

Once you have completed your Certificate IV in Marketing and Communication you may wish to continue to develop your skill-set with Imagine Education's Diploma of Marketing and Communication. This qualification opens up a higher level of career and educational opportunities.

Over 32-weeks you will learn important skills including; planning and implementing sponsorship and event marketing; designing and developing marketing communication plans; managing budgets and financial plans; and planning direct marketing activities.

ENTRY REQUIREMENTS

Completion of BSB42415 Certificate IV in Marketing and Communication **or** Completion of 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; and BSBWRT411 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent. Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

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TIMETABLE

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Tuesday 8:30am - 4:30pm	Monday, Wednesday, Thursday or Friday 8:30am - 4:30pm	5 hours per week

* Please note, course timetables are subject to change and attendance is recorded

BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



COURSE CODE:	BSB60520
CRICOS CODE:	103738A
COURSE LENGTH:	32 weeks
CAREER OUTCOMES:	Marketing director; marketing strategist; national, regional, or global marketing manager
PRE-REQUISITES:	See Entry Requirements
CAMPUS:	Brisbane Campus

OVERVIEW

Over 32-weeks students will gain the skills and confidence to lead and manage teams of staff and perform at a managerial level. You will learn key advanced skills including; how to develop and implement diversity policy, business plans, strategic plans, and marketing plans; and how to manage risk. Students studying this qualification may choose to complete a generic marketing qualification or specialise in direct marketing, public relations, or international marketing.

Once you have completed this course you will be qualified to pursue a career in such high-level and in-demand roles as marketing director or strategist, and national, regional, or global marketing manager.

ENTRY REQUIREMENTS

Completion of BSB52415 Diploma of Marketing and Communication **or** Completion of 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; and BSBPMG430 Undertake project work. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

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TIMETABLE

TUTORIAL DAY

Tuesday
8:30am - 4:30pm

RESEARCH DAY

Monday, Wednesday, Thursday or Friday
8:30am - 4:30pm

DISTANCE EDUCATION

5 hours
per week

* Please note, course timetables are subject to change and attendance is recorded

BSB50420 DIPLOMA OF LEADERSHIP AND MANAGEMENT



COURSE CODE:	BSB50420
CRICOS CODE:	103735D
COURSE LENGTH:	36 weeks
CAREER OUTCOMES:	Team leader; corporate or operations manager; account manager; supervisor in both business and government
CAMPUS:	Main Campus, Brisbane Campus

OVERVIEW

This 36-week course will give you the skills to undertake the tasks and responsibilities required in a management role in a variety of business related fields. You will learn important skills that are key to successfully taking on a leadership role. These include; managing workplace relationships and team effectiveness; ensuring a safe workplace and managing risk; recruiting, selection, and induction of staff; and managing an information or knowledge management system.

After you complete your qualification you may wish to continue your studies with Imagine Education's Advanced Diploma of Leadership and Management or a range of other Advanced Diploma qualifications.

ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

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TIMETABLE

	TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
GOLD COAST	Monday 8:30am - 4:30pm	Day of your choice; Tuesday - Friday 8:30am - 4:30pm	5 hours per week
BRISBANE	Thursday 8:30am - 4:30pm	Day of your choice; Monday - Wednesday or Friday 8:30am - 4:30pm	5 hours per week

* Please note, course timetables are subject to change and attendance is recorded.

CONTACT US



EMAIL

info@imagineeducation.com.au

WEBSITE

www.imagineeducation.com.au

MAIN CAMPUS

+617 5552 0900
13 Benowa Road
Southport QLD 4215

BRISBANE CAMPUS

+617 5521 0595
Level 2, 170 Leichhardt Street
Spring Hill QLD 4000

SOUTHPORT CENTRAL CAMPUS

+617 5571 1122
Building 3F, 9 Lawson Street
Southport QLD 4215

WOOLLOONGABBA CAMPUS

12 Annerley Road
Woolloongabba QLD 4102

ASHMORE CAMPUS

+617 5586 2244
151 Currumburra Road
Ashmore QLD 4214

BRISBANE AUTOMOTIVE WORKSHOP

163 Abbotsford Road
Bowen Hills QLD 4006

OUR COURSES

ENGLISH COURSES

056501E General English; 1 – 60 weeks
056499E IELTS Preparation; 1-20 weeks

AUTOMOTIVE COURSES

AUR30620 Certificate III in Light Vehicle Mechanical Technology; 60 weeks
AUR40216 Certificate IV in Automotive Mechanical Diagnosis; 36 weeks
AUR50116 Diploma of Automotive Management; 30 weeks

CHILDREN'S SERVICES COURSES

CHC30121 Certificate III in Early Childhood Education and Care; 46 weeks
CHC50121 Diploma of Early Childhood Education and Care; 50 weeks

COMMUNITY SERVICES COURSES

CHC33021 Certificate III in Individual Support; 27 weeks
CHC43015 Certificate IV in Ageing Support; 39 weeks
CHC43015 Certificate IV in Ageing Support (upgrade); 39 weeks

HOSPITALITY COURSES

SIT30821 Certificate III in Commercial Cookery; 40 weeks
SIT40521 Certificate IV in Kitchen Management; 25 weeks
SIT50422 Diploma of Hospitality Management; 56 weeks
SIT50422 Diploma of Hospitality Management (Commercial Cookery) (upgrade); 27 weeks
SIT60322 Advanced Diploma of Hospitality Management; 51 weeks

BUSINESS COURSES

BSB40820 Certificate IV in Marketing and Communication; 32 weeks
BSB50620 Diploma of Marketing and Communication; 32 weeks
BSB60520 Advanced Diploma of Marketing and Communication; 32 weeks
BSB50420 Diploma of Leadership and Management; 36 weeks

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Investing in imaginations

The information in this course guide was correct
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IMAGINE EDUCATION AUSTRALIA

p. +617 5552 0900
w. www.imagineeducation.com.au
f. Imagine Education
insta. imagine_education_au