



Right Choice Training

We Do It Right!

Course Information

Bridging Course (Pathway to Diploma) and the BSB50620 Diploma of Marketing and Communication

START LEARNING

Kickstart your career. We deliver it right for
you!

RTO No#45790

Bridging Course (Pathway to Diploma) and the BSB50620 Diploma of Marketing and Communication



RTO No: 45790

Six Core units of the BSB40820 Certificate IV in Marketing and Communication and the BSB50620 Diploma of Marketing and Communication are nationally recognised under the Australian Qualifications Framework (AQF).

Why Study with Right Choice Training?

The Learning supports

You are well supported throughout your course, so you won't feel alone.

You'll have access and discuss your course work on a one-on-one basis with a specialist trainer via:

- Telephone
- Email
- Virtual Classroom, Zoom, MS Teams or Skype

Available between Monday to Friday 9am to 5pm (Sydney time).



Right Choice Training

Phone: 1300 800 682

Email: admin@rightchoicetraining.com.au

Programs that give you the outcome needed to be effective at work and in your career

Fair and competitive course fees with state of art LMS. Programs delivered to suite your work requirements and lifestyle. Study anywhere at anytime



You can study at any time, any place, with unlimited trainer support, fast assessment and feedback

Start straight after enrolment!
No minimum course timeframe. You can complete the course as quickly as you choose but within the 18 months

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Course Overview

To help you gain entry to the BSB50620 Diploma of Marketing and Communication, Right Choice Training has developed a fast-track bridging course for the six Core Units of the Certificate IV in Marketing and Communication. After completing the bridging course, you will be awarded a Statement of Attainment for these 6 core units, and you will be progressed to your Diploma of Marketing and Communication Course.

This Bridging Course (Six Core Units) and the BSB50620 Diploma of Marketing and Communication course is well suited for those who have minimum two to three years of industry experience and wishing to change jobs, such as becoming a Marketing Coordinator, Communication Officer, Copywriter, Marketing Team Leader and many other roles that help manage marketing and communication function within the organisation.



Course Duration

The course duration is 18 months. We find students that are genuinely motivated to progress through the course, can complete the full course in less than 12 months.

Who is responsible for your training?

Right Choice Training is responsible under the National Vocational Education and Training Regulator Act 2011 for the quality of the training and assessment being delivered in this course and for the issuance of all AQF certificates

Program Outline

Bridging Course (Six Core Units of Cert IV) and the BSB50620 Diploma of Marketing and Communication (Self- Paced online eLearning)

Training is delivered as an online self-paced study mode. The course is offered online through Learning Management System. This means students complete their course at their own pace, using an online student portal. Training delivery support may include face-to-face webinars, self-paced study, directed research, and online learning activities and tasks.

We offer learner a full circle of support and an engaging learning experience. We understand that it can be difficult to take that first step towards changing your life. Studying online with Right Choice Training will be different from how you have encountered study in the past. With us, study how and where you want, online but never alone.

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RTO No: 45790

Units and Delivery

Learners will be required to undertake 6 core units of BSB40820 Certificate IV in Marketing and Communication and 12 units of study including 5 core units and 7 elective units of the BSB50620 Diploma of Marketing and Communication.

Course units are delivered sequentially and should be completed over an 18-month period. The units in each stream have been selected to give you the most comprehensive overview of that business area at a management level.

Six Core units of BSB40820 Certificate IV- Bridging course:

- 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.

BSB50620 Diploma of Marketing and Communication

Core Units (5)

- 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 work

Elective Units (7)

- BSBMKG543 Plan and interpret market research
- BSBMKG546 Develop social media engagement plans
- SIRXMKT006 Develop a social media strategy
- SIRXMKT007 Develop a digital marketing plan
- BSBCMM511 Communicate with influence
- BSBOPS504 Manage business risk
- BSBTEC404 Use digital technologies to collaborate in a work environment.

To find out more about the individual course units, [click here](#). If you wish to change any elective unit/s, please speak to one of our friendly staff.

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RTO No: 45790

Entry Requirements

Entry requirements

You can enrol and start at any time! The course is self-paced 100% online

To ensure you complete the course successfully, the following entry requirements apply:

Be aged 18 years or over

Have sound language and literacy skills (at least Year 10 English, or equivalent)

Able to commit to the course duration and time commitment

Learners must have access to a computer and the internet

Must supply a Unique Student Identifier (USI)

Have a valid email account and a telephone with a valid telephone number for learning and assessment communication, support session

National Recognition

These competencies have been drawn from the nationally endorsed industry training package the Business Services Training Package (BSB).

On successfully completing the training and assessment of the six Core Units of BSB40820 Certificate IV in Marketing and Communication, A Statement of Attainment will be issued.

On successfully completing the training and assessment of BSB50620 - Diploma of Marketing and Communication, the BSB50620 - Diploma of Marketing and Communication qualification will be issued.

A transcript listing all units of competency will also be issued. The qualification and units of competency are nationally recognised and provide individuals with a valuable qualification that can be applied throughout Australia and the wider industries. Right Choice Training will issue a qualification within 15 days of the final assessment being completed.

Career Opportunities

Successful completion of the BSB50620 Diploma of Marketing and Communication can qualify you for a range of roles and positions, including:

- Campaign Manager
- Marketing Coordinator
- Marketing Manager
- Marketing Team Leader
- Product Manager
- Public Relations Manager
- Sales Manager
- Copywriter

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RTO No: 45790

Benefits of Studying with Right Choice Training

100% Self-Paced Online eLearning

100% online eLearning course so you can study anywhere at any time. You can learn at your own pace when it suits you.

Fast Turnaround

Your enrolment will be completed in a same day or within 24-48 hours. It means after enrolment, you will have access to your course within 12-48 hours.

Your email response query will be responded back within 48 hours and all assessments will be marked within 5-7 business days.

Contextualised Learning Resources

Right Choice Training's learning and assessment resources have been purpose built to support our learners to learn industry best practices.

You will have learners Guide in PDF as well as eLearning modules for each unit.

All assessment packs are in word file so that you can download, work on it and upload it when ready to submit.

Flexible Payment Options

Payment options:

- Pre- Payment during enrolment stage
- Split payment option
- Payment plan

The current cost can be found on our website. Please refer to the RTO fees and refund policy available on website

RPL and Study Pathways

Will previous training and experience count?

Right Choice Training recognises Recognition of Prior Learning (RPL) which considers the knowledge and skills you have already gained through your previous education and work history, attributing this to your enrolled qualification course. This may be through formal or informal training and can result in credits towards your qualification. If you have more than 5 years of relevant industry experience, please ask our friendly admin staff about Recognition of Prior Learning (RPL) eligibility.

Future education pathways

After successfully completing BSB50620 - Diploma of Marketing and Communication, you may like to enrol in a BSB60620 Advanced Diploma of Marketing and Communication qualification to gain additional marketing and communication skills.

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RTO No: 45790

Study Requirements

Language, Literacy and Numeracy (LLN) Skill requirements

Upon enrolment, learners will be asked to confirm their previous qualifications and if required, LLN assessment will be conducted to confirm they have required level of LLN Skills

Learner Resource Requirements

Learners will require basic stationery and a notebook according to their study preferences during the self-paced study. The learner's access to a computer that has an internet connection is mandatory to allow learners to undertake self-paced study and prepare submissions for assessment.

Assessments

The assessment is conducted using a combination of realistic workplace tasks, written questions and answers, project work/portfolio of work, presentation and simulated case studies.

You will be required to submit your evidence for evaluation to the assessor, who will continue to maintain contact with you during the assessment decision-making process. You will also be provided with opportunities to adjust and resubmit your assessments based on the assessor's feedback.

Contact Us...



Contact Right Choice Training and Get the ball rolling!

For further information or to enrol, contact us via:



www.rightchoicetraining.com.au



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