



**Right Choice Training**

We Do It Right!

## Course Information

### Double Diplomas

**BSB50420 Diploma of Leadership and Management and BSB50620 Diploma of Marketing and Communication**

### START LEARNING

Kickstart your career. We deliver it right for you!

**RTO No#45790**

# BSB50420 Diploma of Leadership and Management and BSB50620 Diploma of Marketing and Communication



RTO No: 45790

These qualifications 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](mailto: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 24 months

# BSB50420 Diploma of Leadership and Management and BSB50620 Diploma of Marketing and Communication

## Course Overview

BSB50420 Diploma of Leadership and Management is ideal for candidates seeking the skills and knowledge to lead and manage individuals, teams and organisations. The course is suited to individuals currently in or looking to undertake leadership and management roles and provides a succinct overview of core business fundamentals that are key to business operations.

BSB50620 Diploma of Marketing and Communication has been designed with a focus on the managerial skills required to apply and understand the organisation's marketing and communication plans and services in a business.

Individuals in these roles carry out moderately complex tasks in a specialist field of expertise that requires marketing and communication skills.

### Course Duration

The course duration is 24 months. We find students that are genuinely motivated to progress through the course, can complete the full course in less than 24 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

### BSB50420 Diploma of Leadership and Management And 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.

# BSB50420 Diploma of Leadership and Management and BSB50620 Diploma of Marketing and Communication



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## Units and Delivery

Right Choice Training has paired the BSB50420 - Diploma of Leadership and Management and the BSB50620 - Diploma of Marketing and Communication course, as some of the units are common in both qualifications. You only need to complete 18 units to get both diplomas (rather than 12 and 12 units separately if you did the diplomas separately).

Right Choice Training offers the following units:

### BSB50420 Diploma of Leadership and Management

#### Core Units:

BSBCMM511 Communicate with influence  
(Common Unit)

BSBCRT511 Develop critical thinking in others

BSBLDR523 Lead and manage effective workplace relationships

BSBOPS502 Manage business operational plans

BSBPEF502 Develop and use emotional intelligence

BSBTWK502 Manage team effectiveness

#### Elective Units:

BSBFIN501 Manage budgets and financial plans  
(Common Unit)

BSBOPS504 Manage business risk (Common unit)

BSBPMG430 Undertake project work  
(Imported from BSB50620)

BSBLDR522 Manage people performance

SIRXMKT006 Develop a social media strategy  
(Imported from BSB50620)

BSBSTR501 Establish innovative work environments (Common Unit)

### BSB50620 Diploma of Marketing and Communication

#### Core Units:

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 (Common Unit)

#### Elective Units:

BSBMKG543 Plan and interpret market research

BSBMKG546 Develop social media engagement plans

SIRXMKT006 Develop a social media strategy  
(Common Unit)

BSBSTR501 Establish innovative work environments (Common Unit)

BSBCMM511 Communicate with influence  
(Common Unit)

BSBOPS504 Manage business risk (Common Unit)

BSBFIN501 Manage budgets and financial plans  
(Common Unit)

# BSB50420 Diploma of Leadership and Management and BSB50620 Diploma of Marketing and Communication



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## 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 for the BSB50620 Diploma of Marketing and Communication:

Entry to this qualification is limited to those who:

Have completed BSB42415 Certificate IV in Marketing and Communication

Or

Have completed 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
- BSBWRT411 Write complex documents.

Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

OR

If you have worked in a Marketing and Communication related role, you can provide evidence to demonstrate the two (2) years' equivalent full-time relevant work experience to satisfy the qualification entry requirements.

In Addition, you must:

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



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## 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

### 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, the BSB50620 Diploma of Marketing and Communication and the BSB50420 Diploma of Leadership and Management qualifications 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.

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## 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 the double diplomas-BSB50420 Diploma of Leadership and Management and BSB50620 Diploma of Marketing and Communication, you may like to enrol in the BSB60420 – Advanced Diploma of Leadership and Management or BSB60620 – Advanced Diploma of Marketing and Communication qualification to gain additional business and Management skills.

## Career Opportunities

Successful completion of the BSB50120 Diploma of Business and BSB50620 Diploma of Marketing and Communication can qualify you for a range of roles and positions, including:

- Campaign Manager
- Information Services Manager
- Marketing Coordinator
- Marketing Manager
- Distribution Centre Manager
- Corporate Services Manager
- Warehouse Manager
- Marketing Team Leader
- Business Development Manager
- Product Manager
- Public Relations Manager
- Business Manager
- Operations Manager
- Business Sales Leader

# BSB50420 Diploma of Leadership and Management and BSB50620 Diploma of Marketing and Communication



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## 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](http://www.rightchoicetraining.com.au)



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