

**DOUBLE DIPLOMA**

# Diploma of Business (Business Development)

+

# Diploma of Marketing and Communication

**BSB50120 + BSB50620**



**UNLIMITED ONE-ON-ONE SUPPORT**



**30 DAY COOLING OFF PERIOD**



**100% ONLINE LEARNING**

BSB50120 + BSB50620

## DOUBLE DIPLOMA

# Double Diploma of Business (Business Development) + Marketing and Communication

CAL's Double Diploma of Business (Business Development) and Marketing Communication will give you the skills you need to seek out marketing opportunities, build beneficial relationships and influence stakeholders. In addition to strategic business development skills, you'll learn critical leadership principles and round out your toolkit with the essential skills to manage marketing and communications activities, including marketing project management, social media and managing budgets.

The course delivers a unique combination of business development and marketing skills designed to make you an indispensable asset in a wide range of senior management roles with the critical ability to seek marketing opportunities to strengthen your business position and brand awareness.

### In-demand skills you will learn:

- Prepare and deliver market research and consumer market reports to highlight areas of opportunity and risk
- Monitor consumer behaviour to analyse trends in spending and highlight opportunities
- Develop communication plans and social media strategies
- Successfully manage stakeholders to foster positive relationships



#### Courses designed for success

We designed our courses to be aligned with industry expectations. We've consulted with industry professionals to deliver the skills that tomorrow's workforce needs today.



#### Focus on student experience

We take the time to understand your goals, providing personalised and flexible learning solutions driven by passionate mentors and support teams.



#### Committed to real outcomes

We're dedicated to making a difference in our students' lives. We focus on providing real outcomes, not just a piece of paper.

### UNITS

**A total of 15 units to achieve the Double Diploma**



With overlapping units to create a seamless course, you'll save hundreds of hours normally needed to complete two separate qualifications.

### DURATION



**Generous 24-month self-paced enrolment period**

Part-time: approx 16 - 18 months  
Full-time: approx 14 months

### CAREER OPPORTUNITIES



- Business Development Manager
- Sales & Marketing Manager
- Business Development Director

### ENTRY REQUIREMENTS

There are entry requirements for this course. To satisfy entry requirements for this diploma, you must have either completed the required units or have two years of full-time work experience.

If you don't meet the entry requirements yet, we offer the option to combine this qualification with our Pathway Package. More information on entry requirements can be found on page 5.

# Course Structure

CAL has developed this integrated Double Diploma qualification in consultation with industry experts. Save hundreds of hours of study and gain two Nationally Recognised qualifications with **only 3 additional units to upgrade from the single Diploma of Business (Business Development) (BSB50120) to the Double Diploma.**

Unit Code	Unit Title
<b>COMMUNICATION AND PEOPLE SKILLS</b>	
<b>BSBXCM501</b>	Lead communication in the workplace
<b>BSBCRT511</b>	Develop critical thinking in others
<b>MANAGE BUSINESS FUNCTIONS</b>	
<b>BSBSUS511</b>	Develop workplace policies and procedures for sustainability
<b>BSBOPS504</b>	Manage business risk
<b>BSBFIN501</b>	Manage budgets and financial plans
<b>BSBOPS501</b>	Manage business resources
<b>CREATE MARKETING PLANS AND OPPORTUNITIES</b>	
<b>SIRXMKT006</b>	Develop a social media strategy
<b>BSBMKG541</b>	Identify and evaluate marketing opportunities
<b>BSBMKG552</b>	Design and develop marketing communication plans
<b>BSBTWK401</b>	Build and maintain business relationships
<b>BSBMKG545</b>	Conduct marketing audits
<b>IMPLEMENT MARKETING ACTIVITIES</b>	
<b>BSBMKG542</b>	Establish and monitor the marketing mix
<b>BSBMKG550</b>	Promote products and services to international markets
<b>BSBPMG430</b>	Undertake project work
<b>BSBMKG555</b>	Write persuasive copy

**A total of 15 units to achieve your Double Diploma**

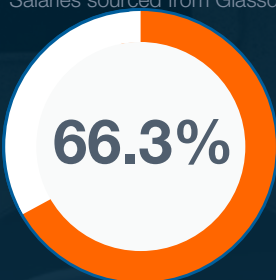
# Outcomes

As a qualified and confident leader with a combination of essential business development and marketing skills, you'll be prepared to take on any business challenge. You'll have an understanding of budgets and financial plans, so you can drive strategies and find opportunities that impact the bottom line. You'll know how to communicate with influence to assist you when speaking with internal and external stakeholders to foster advantageous business relationships. You'll also have a solid understanding of a wide range of marketing functions and be able to manage marketing operations from evaluation of marketing opportunities to post-campaign reporting and analysis, ensuring your team and the wider business are performing to a high standard.

**With a strong foundation in Business Development, some common career pathways are:**

<b>SALES &amp; MARKETING MANAGER</b>	<b>\$70,000</b>
<b>BUSINESS DEVELOPMENT MANAGER</b>	<b>\$79,000</b>
<b>BUSINESS DEVELOPMENT DIRECTOR</b>	<b>\$140,000</b>

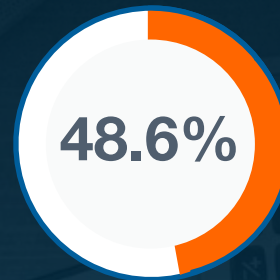
Salaries sourced from Glassdoor.com.au



**Managers with at least a Diploma qualification**



**The average salary for management in the industry**



**Employers wanting people with a qualification**



“This course has been instrumental in teaching me the importance of setting goals. I have been able to write policies and procedures for my workplace and have a much better understanding of the importance of planning and implementing new administrative systems.”

**TRACY**

**MANAGER - TOURIST PARK**

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)

Data sourced from Jobs and Skills Australia



“Studying has allowed me to prove my abilities and certify my experience in my working career.” Since completing her qualification with CAL, Elizabeth progressed her career from Administration Officer to Finance Manager.

**ELIZABETH**

**FINANCE MANAGER**

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)

# Entry Requirements

To satisfy the prerequisites for the Diploma of Marketing and Communication (BSB50620), you must be able to demonstrate that you have **either** completed the six (6) required units of competency, **or** that you have two (2) years equivalent full-time work experience.

## UNITS OF COMPETENCY

To satisfy this entry requirement option, you must have completed the following units (or equivalent competencies):

- BSBWRT411 - Write complex documents;
- BSBCMM411 - Make presentations;
- BSBCRT412 - Articulate, present and debate ideas;
- BSBMKG433 - Undertake marketing activities;
- BSBMKG435 - Analyse consumer behaviour and
- BSBMKG439 - Develop and apply knowledge of communications industry

### What do I need to provide to demonstrate that I've completed the entry requirement units?

Evidence must be provided in the form of a VET Transcript. If your units were awarded prior to 2015, you may provide a certified copy of a Statement of Attainment, Testamur, or Record of Results.

OR

## WORK EXPERIENCE

To satisfy this entry requirement option, you must demonstrate you have successfully completed two years of equivalent full-time work experience. This should cover a range of marketing functions, including and the know-how to engage and influence valuable customers, develop brand loyalty and execute strategic marketing campaigns, delivering key information on marketing principles, business communications and consumer behaviour insights.

### What do I need to provide as evidence of workplace experience?

You'll be required to submit at least one of the following documents to demonstrate two years equivalent full-time work experience.

- A Curriculum Vitae (CV) outlining all roles and responsibilities relating to the above-specified marketing areas that demonstrate two years equivalent full-time relevant work experience; or
- A job description outlining all responsibilities relating to the above-specified marketing areas that demonstrate two years equivalent full-time relevant work experience.

### Haven't got the entry requirements under your belt?

#### Combine this double diploma with our: **Double Diploma Pathway Package**



*Perfect for those who want to complete the double diploma but need the entry requirement units first. This package simply adds the required units at the start of your course so you can continue on to the diploma seamlessly without needing to study a separate qualification or prove that you have considerable work experience.*

**A total of 21 units to achieve your Double Diploma + Pathway Package**

# Flexible Options

Our courses are designed for adult learners with busy lives. We know life can be unpredictable, and circumstances change. That's why we make our study options as flexible as we can to cater to your lifestyle. You'll have the freedom to study when it suits you with our self-paced courses and generous 24-month enrolment period.

CAL	Competitors
<input checked="" type="checkbox"/> <b>\$0</b>	RPL Application Cost <b>\$1500*</b> <input type="checkbox"/>
<input checked="" type="checkbox"/> <b>\$0</b>	6-Month Extension Cost <b>\$500*</b> <input type="checkbox"/>
<input checked="" type="checkbox"/> <b>\$250</b>	Refund Processing Fee <b>\$280*</b> <input type="checkbox"/>
<input checked="" type="checkbox"/> <b>30 Days</b>	Refund Period <b>14 Days*</b> <input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Free 90 Days</b>	Deferral Period <b>30 Days*</b> <input type="checkbox"/>

\*Sourced from five competitor averages

<sup>†</sup>Up to



### Cooling Off Period

If the course isn't right for you, withdraw within 30 days for a refund.\*



### Free Deferral

You can pause your studies, then pick them back up when you're ready.\*



### Free Extension

If you require additional study time, we can help.\*

\*Terms and conditions apply

## Simple Payment Options

We understand that you need straightforward course fees. We offer transparent payment plans as well as discounted upfront payment options for our courses, where you will see your complete schedule of fees before you make any payments.

We also keep our administrative fees simple. We don't aim to make a profit in order to cater to our students' needs – we just do it.



### Flexible Payment Plans



### Discounted Upfront Payments



### No Hidden Fees

# FAQs

## RECOGNITION

### Where is this qualification recognised?

The College for Adult Learning is a Registered Training Organisation TOID 22228 and all of our Certificate IV and Diploma qualifications adhere to the Australian Qualification Framework (AQF). They are Nationally Recognised and internationally respected qualifications, issued on behalf of the Australian Government.

## REQUIREMENTS

### Are there any prerequisites for the course?

Our students are required to be 18 years or older at the time of registration and demonstrate the required level of competency in English language, literacy and numeracy skills. If English isn't your first language, you may be asked to sit an LLN test to ensure you are suitable to undertake the course.

This Diploma also has formal entry requirements. If you don't meet the entry requirements yet, we offer the option to combine this qualification with our Pathway Package. For more information on entry requirements, see page 5.

### What IT requirements do I need to complete the course?

You will need regular access to a laptop, desktop computer or another device with an adequate and reliable internet connection, at least the equivalent of Microsoft Office or Office for Mac, with word-processing capabilities and spreadsheets and a PDF reader installed, full permissions to install and access third-party software as required. You will also need regular access to a laptop, desktop computer or device with an adequate camera to undertake video calls for assessments as required.

## COURSE STRUCTURE

### How is the course delivered?

The course is 100% online and self-paced, so you can study on your own terms. Make your way through the units with clear tutorials, supporting content downloads, as well as regular checkpoints to test and strengthen your learning along the way. You'll complete a combination of quizzes, written activities, and practical assessment tasks to demonstrate your skills.

### What are the assessments?

There are no exams for the course. All assessments involve practical and job-ready applications based on your workplace or the case studies we provide. There are different assessment elements, including interactive simulation and role play activities. These activities are conducted with a Learning Coach and may need to be completed with others (e.g. coworkers, friends or family) in real-time through Zoom or in a pre-recorded video. Video assessments allow us to assess your interpersonal skills needed for management roles. This is an innovative method to engage with your learning by acting out crucial situations you would encounter in the workplace, in a safe environment with an industry expert. You'll be able to hone your new skills in real-time with your Learning Coach and get valuable feedback so you can confidently demonstrate your learning in the workplace.

# FAQs

## COURSE STRUCTURE

### How long does the course take?

Our courses are completely self-paced, meaning you can study around your lifestyle. No strict deadlines, no inflexible classes to work around, no pressure to work to someone else's schedule. Depending on the time you commit and your learning style, studying part-time could see you complete the course in approximately 17 months. You'll have the freedom to study when it suits you with our generous 24-month enrolment period.

### When can I start?

We have no restrictive intake periods, so you can start as soon as we've processed your course registration and official enrolment form. This is typically done in as little as two business days. We also have options to start your payment plan while delaying your course commencement date until you're ready to begin studying within three months.

### What if I fall behind?

Our courses are completely self-paced, so you don't need to keep up with a class or work to strict deadlines. As a CAL student, you'll receive an individual learning plan that is tailored to your study needs, this helps create structure and set guidelines to help you stay on track to complete your studies. We cater to adult learners and understand that life can sometimes get in the way, so if you find yourself falling behind, you can speak to our Student Support who will be able to advise you of all your options, revisit your learning plan, and help you get your study back on track.

## SUPPORT

### What support is provided?

All support is provided by CAL, you can book in coaching calls when you need them as well as send through support requests to be answered by our Learning Coaches and Student Success Advisors. You can even get quick answers from our Live Chat with Student Support.

### I work full time, can I access my coach after hours?

Our coaches work late on selected nights of every week, so we are happy to book in after-hours calls. We have students across all timezones, so our Learning Coaches are conscious of accounting for time differences.

## RPL AND CREDIT TRANSFER

### Does CAL offer RPL and credit transfer?

If you're a highly experienced professional and currently hold an extensive level of knowledge, competence, and ability in your field, you may be eligible for RPL (recognition of prior learning). You can RPL particular units, or a whole course. To be successful in your RPL application, you'll need to provide comprehensive evidence of prior work experience, including workplace documents and strategies you've created.

We also offer credit transfers. If you've previously completed a unit(s) within the course you wish to enrol in, you may apply for a credit transfer so you don't have to complete the unit again. You can also apply for a credit transfer for a unit that you've completed that is not listed in the course you are enrolling but is in the training package.

For more information on RPL and credit transfers, please speak to one of our learning consultants.

# Why CAL?

**We're committed to igniting real change by inspiring one student at a time and giving them the power to shape their own world.**

The College for Adult Learning formed as a Registered Training Organisation (RTO) in 2009, founded by Helen Sabell and Rob Golding. They wanted to change the way we deliver adult education through dedication to outcomes-focused, practical training solutions with unparalleled support and flexibility.

They built the foundation for an RTO that is committed to making a difference and inspiring transformation through learning.

At CAL, we live by this in everything we do, from our unique flexible delivery to our bespoke content written in partnership with industry leaders, through to our hands-on and personalised approach to support.

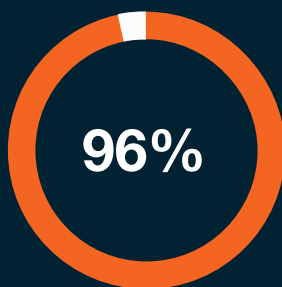


# Unlimited Support

Throughout your studies with CAL, you'll have constant access to learning coaches and student support – via calls, live chats, emails, and support tickets.

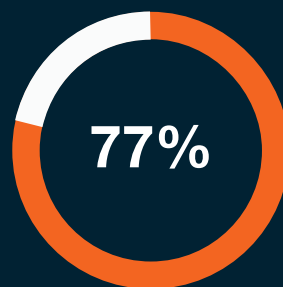
Our learning coaches are experts in their industries and will assess and support you in your course learning. They're an invaluable resource for course-specific content, bouncing ideas around, and providing practical advice. Additionally, learning coaches are available for one-on-one coaching sessions (including some after-hours slots). You can book as many coaching calls as you want!

Our support team gives you a catch-all for all support queries that aren't content-specific. They're available to chat over the phone or on live chat between 9:00 am and 6:00 pm on weekdays. Have a support question outside these hours? Just submit a support ticket and our solution-oriented team will get back to you as soon as they can.

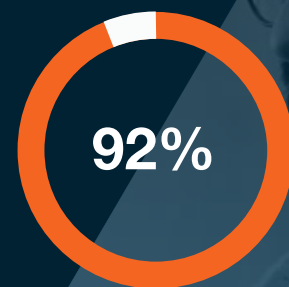


of our students surveyed achieved their primary study goal

\*Statistics sourced from 2020 Alumni Survey



of our students surveyed achieved multiple study goals



recommend CAL to people looking to progress their career



“Studying with CAL has [...] opened up doors for gaining better employment and wages for me. Struggling with surviving in my previous job, I decided to step out of the box and gain a higher qualification than I had. I applied for a new job and having started my course, this had a bearing on gaining the position I am now in.”

**ROSALIND**

CAL Graduate



“10 years ago, I was almost unemployable, now I’m being headhunted for roles. In 10 years, I will (hopefully) be retired.”

**JEREMY**

CAL Graduate

# Apply Now, Start Tomorrow

In just four easy steps you'll be on your way to taking your career to new heights.



**Our Learning Consultants are here to help you find the right study path for your career.**

Now that you've enquired, the next step is to apply to enrol.

You'll be put in contact with your own Professional Learning Consultant to guide you through the registration and enrolment process and get you started in your exciting new course with CAL.

**APPLY NOW**