

# BSB50120

## DIPLOMA OF BUSINESS

### [SOCIAL MEDIA MARKETING]

CRICOS CODE: 103513G

Study in Brisbane or Townsville.



Axial International College's BSB50120 Diploma of Business qualification is ideal for professionals with skills that they would like to further enhance across a breadth of business activities.

The "Social Media Marketing" program, is designed for participants looking to gain a deeper understanding of the social media, digital marketing world.

Whilst learning the business fundamentals, you will learn how to create digital strategies and apply social media and digital marketing that will align with your business requirements.

Advances in technology continue to evolve and provide an increased demand for skilled Business marketing professionals to gain a wider footprint offering products and services to consumers globally. Students will enjoy participating in what is an inspiring and creative industry that will allow them the opportunity to gain employment all over the world

<b>Study Mode</b>	Classroom & Online
<b>Duration of Course</b>	12 Months - 20 hours p/week
<b>Total Units</b>	12



## Entry Requirements



### Minimum Age

You will need to be at least 18 years old.

### Course Fee

Please contact us for our current prices.

Regardless of your circumstances we have a payment plan to suit you.



### How to Enrol

Apply via our website - [axial.edu.au](http://axial.edu.au)  
 To support your application, please provide the following:

- Certified copy of your passport
- Statement Of Purpose
- Certified copy of your educational certificates and academic records.
- English language test results.

See website for more enrolment information



### Career Outcomes

Office Manager.

Team Leader.

Retail Manager.

Program Coordinator.

Business Owner.

Unit Manager.

Social Media Manager

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## Pathways To Further Study

Advanced Diploma of Management  
 Other Business degrees in higher education

## Basic Resources

Students are required to have the following equipment for practical and live lessons:

- A compulsory black business shirt.
- Black business style pants (male and female) (leggings and/or tights will not be accepted) or a black knee length business style skirt.
- Black enclosed leather non-slip shoes.

It is recommended that students have access to a reliable internet connection to access online studies and a computer with up-to-date software, including Microsoft Office, Adobe Acrobat Reader and Adobe Flash Player. This equipment and software is available for students to use onsite at the Axial International College campus.

## University Articulation

Study of this course with Axial Training can gain you credits into:



Bachelor of International Tourism and Hotel Management  
 Bachelor of Business



Associate Degree of Business and Commerce  
 Bachelor of Business and Commerce



Bachelor of Business  
 Bachelor of Commerce



Bachelor of Business  
 Bachelor of Business and Enterprise  
 Bachelor of Information Technology  
 Bachelor of Legal and Justice Studies  
 Associate Degree in Law  
 Associate Degree of International Hotel and Tourism Management

## Course Units

### Core:

BSBCRT511	Develop critical thinking in others
BSBFIN501	Manage budgets and financial plans
BSBOPS501	Manage business resources
BSBSUS511	Develop workplace policies and procedures for sustainability
BSBXCM501	Lead communication in the workplace

### Elective: [Social Media Marketing]

BSBTWK503	Manage meetings
SIRXMKT006	Develop a social media strategy
BSBOPS601	Develop and implement business plans
BSBOPS404	Implement customer service strategies
BSBMKG546	Develop social media engagement plans
BSBMKG541	Identify and evaluate marketing opportunities
ICTWEB304	Build simple web pages

## connect with us for more



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[www.axial.edu.au](http://www.axial.edu.au)