

# BSB50120

## DIPLOMA OF BUSINESS

[WITH A FOCUS ON SOCIAL MEDIA MARKETING]

CRICOS CODE: 103513G

**Study in 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 focus on "Social Media Marketing" electives in this course 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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### 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
BSBHRM525	Manage recruitment and onboarding
BSBOPS404	Implement customer service strategies
BSBMKG546	Develop social media engagement plans
BSBMKG541	Identify and evaluate marketing opportunities
ICTWEB444	Create responsive web layouts

### connect with us for more



Level 1, 44 Ferry Street, Kangaroo Point 4169  
382 Sturt St, Townsville 4810  
[www.axial.edu.au](http://www.axial.edu.au)

Please note that this is not a Diploma of Social Media Marketing. This is a Diploma of Business with an elective grouping that focuses on social media marketing.

### Pathways To Further Study

Diploma of Leadership and Management  
Diploma of Business Administration  
Diploma of Human Resources Management

### 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



Bachelor of Business  
Bachelor of Accounting  
Bachelor of Business Analytics and Analysis



Bachelor of Business  
Associate Degree in Business



Bachelor of Business  
Bachelor of Business Information Systems  
Bachelor of Commerce