



BSB50120 DIPLOMA OF BUSINESS

[WITH A FOCUS ON SOCIAL MEDIA
MARKETING]

Study With Axial Training To Get The
Skills and Succeed



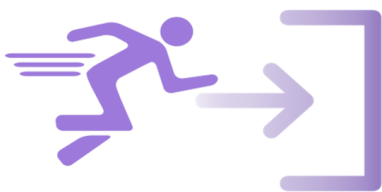
Axial Training's BSB50120 Diploma of Business qualification is ideal for professionals with skills that they would like to further enhance across a breadth of business activities.

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 and offer 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

Study Mode	Online with trainer support
Duration of Course	Up to 18 Months
Total Units	12 [5 Core & 7 Elective]



Requirements

You will need to have access to a Lap Top or Desk Top Computer with working speakers or headphones and a suitable, reliable internet connection.



Career Outcomes

- Office Manager.
- Marketing Co-Ordinator
- Retail Manager.
- Program Coordinator.
- Social Media Manager
- Business Owner.
- Unit 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
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



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

