



**GAIN THE SKILLS
FOR YOUR CAREER SUCCESS**

**WHILE AT
SCHOOL**



**Empowering
Lifelong
Learning**

THE AXIAL TRAINING DIFFERENCE

At Axial Training our aim is to provide an exceptional education experience, with quality outcomes and tailored training solutions that add genuine value to a student's secondary school experience.

We have developed an industry-leading blended vocational training model that has proven to be ideal for Queensland Schools delivery.



SCHOOLS PROGRAM

At Axial Training, we are incredibly passionate about nurturing our student's individual qualities, preparing them for meaningful and purposeful lives in industry and study, whilst affording them world-class opportunities to reach their ideal career aspirations.

Axial Training is proud to offer a range of short courses to Queensland secondary school students that are providing pathways to further study, employment or Apprenticeship and Traineeship opportunities.

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BSB50120 DIPLOMA OF BUSINESS [Social Media Marketing]

COURSE OVERVIEW

This stream 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 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

COURSE DELIVERY



7 Terms
Yr 11, Term 1 - 4
Yr 12, Term 1 - 3



Blended delivery.
Combination of
classroom and online
learning



Lessons delivered at the
School or via MS Teams/
Zoom for distance
learners.

CORE UNITS

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

ELECTIVE UNITS

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

PATHWAYS

Social Media Manager , Marketing Co-Ordinator, Admin Assistant, Customer Service Officer , Clerk

UNIVERSITY CREDIT PARTNERS & ENTRY RANK



Bachelor of Business



Bachelor of Business
and Commerce
Associate Degree 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 in
International Hotel and
Tourism Management

Successful completion of this course can see the student receive a 2025 University Equivalency Entry Rank in the range of **84 to 87** (excluding University of Queensland).

QCE POINTS

Successful completion of this course can earn the student up to **8** QCE points.

COURSE FEES

\$2600.00 (payment plans available)