



## **AXIAL TRAINING**

Empowering Lifelong Learning in Queensland Schools

## THE AXIAL 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 students 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 all of 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.



All students have access to our industry-leading student support program that helps enhance natural skills whilst enriching the total learning experience.

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## BSB50120 DIPLOMA OF BUSINESS - [With a focus on Social Media Marketing]

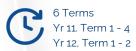


With a focus on *Social Media Marketing*, this packaging of the Diploma of Business is designed for students looking to gain a deeper understanding of the social media, digital marketing world.

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











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



BSBTWK503 Manage meetings

SIRXMKT006 Develop a social media strategy

BSBHRM252 Manage recruitment and onboarding

BSBMKG546 Develop social media engagement plans

BSBMKG541 Identify and evaluate marketing opportunities

BSBPEF401 Manage personal health and wellbeing

ICTWEB444 Create responsive web layouts



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













Bachelor of Business
Associate Degree in Business

Bachelor of Commerce

Successful completion of this course can see the student receive a 2026 University Entry Rank in the range of 84 to 87



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



\$2800.00 [payment plans available]

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











