



**GAIN THE SKILLS
FOR YOUR CAREER SUCCESS**

**WHILE AT
SCHOOL**



AXIAL TRAINING

Empowering Lifelong Learning
in Queensland Schools

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 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.

E: SCHOOLS@AXIAL.EDU.AU W: WWW.AXIAL.EDU.AU P: 1300 729 425

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

COURSE OVERVIEW

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

COURSE DELIVERY



6 Terms
Yr 11, Term 1 - 4
Yr 12, Term 1 - 2



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
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

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 Accounting Bachelor of Business Analytics and Analysis	 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
 Bachelor of Business Bachelor of Commerce	 Bachelor of Business Bachelor of Business Information Systems Bachelor of Commerce	 Bachelor of Business Associate Degree in Business	

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

QCE POINTS

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

COURSE FEES

\$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.



LET'S CONNECT

