

Specialise your career in

Digital & Data



Australia's first vocational Diploma of Business to specialise in Digital & Data.

Join a practical, hands-on course that will arm you with the knowledge and skills to design, implement and optimise powerful end-to-end Digital & Data strategies. Become an expert in a fast moving and highly sought after industry.

On successful completion of this course you will be awarded the BSB50120 Diploma of Business (Digital & Data) by Greenwich Management College.



PRICE: ~~\$6000~~

**JANUARY, MARCH & MAY
INTAKES: \$4500***

+ \$0 CoE Deposit + \$0 Enrolment fee + \$0 Material fee

*The promotion \$4500 per diploma (\$750 per term for the full enrollment) is valid for all new enrollments commencing in January, March & May 2021 intakes only (Saturday Full Day timetable only)

ENGLISH PACKAGES (minimum 4 weeks)

- CoE Deposit \$250 Onshore | \$500 Offshore
- Enrolment fee waived at both institutions

INTAKE DATES:

25 JANUARY 2021
22 MARCH 2021
17 MAY 2021
12 JULY 2021
06 SEPTEMBER 2021
01 NOVEMBER 2021

COURSE DURATION:

12 subjects divided over **6 terms**.
Each term is 6 weeks with a 2-week holiday.

TIMETABLE:

Saturday (08:30–15:00)
+ Skill classes

DELIVERY METHOD:

Face-to-face*

*Virtual until July 2021
due to COVID.

ENTRY REQUIREMENTS:

Students must be 16 years of age and over at time of study. All learners must have completed year 10 or overseas equivalent.

IELTS 5.5 or equivalent English level.
Cert. IV, Diploma or Advanced Diploma qualification also accepted.

Alternatively, take the Greenwich English College **entry test** for free.

Direct entry is available for students.





MASTER THE WORLD OF DIGITAL & DATA

1. Become an in-demand professional, earning more than your peers in an industry where jobs outnumber the supply of qualified Digital Marketers & Data specialists.
2. Embrace the flexibility of the 'laptop lifestyle' with the option of working remotely as a Digital Marketing or Data Analyst.
3. Study the entire Digital & Data mix to open up a wealth of different career paths to choose from, with roles including:
 - Digital Marketing Manager
 - Social Media Manager
 - Digital Advertising Manager
 - Digital Content Manager
 - Digital Strategist
 - Data Analyst



© GREENWICH ENGLISH COLLEGE
PTY LTD ALSO TRADES AS GREENWICH
MANAGEMENT COLLEGE
CRICOS CODE 02672K | RTO 91153

More details on our website:

greenwichcollege.edu.au

COURSE CONTENT & SAMPLE TIMETABLE:

TERM 1	Develop an Internal Digital Marketing Campaign BSBSUS511 Develop workplace policies and procedures for sustainability (Core)	
	Design a Social Media Campaign BSBSUS601 Lead corporate social responsibility	
	Build a Workplace Communication Plan BSBXCMM501 Lead communication in the workplace (Core)	
TERM 2	Raise Your Content Marketing Impact BSBCRT412 Articulate, present and debate ideas	
	Host Great Digital Meetings BSBTWK503 Manage meetings	
TERM 3	How Digital Marketing Affects Your Audience BSBCRT511 Develop critical thinking in others (Core)	
	Manage Your Digital Marketing Resources BSBOPS501 Manage business resources (Core)	
TERM 4	Control Your Digital Marketing Budget BSBFIN501 Manage budgets and financial plans (Core)	
	Maximise the Effect of Your Digital Strategy & SEO BSBDAT501 Analyse data	
TERM 5	Data Driven Marketing BSBIN502 Coordinate data management	
	Create a Digital Marketing Plan BSBTEC403 Apply digital solutions to work processes	
TERM 6	Navigate the Digital World Safely BSBXCS402 Promote workplace cyber security awareness and practices	