



About Wall Street College

We aim to provide an attractive quality vocational education training to provide you with industry relevant skills and knowledge to your chosen field.

Our college is committed to the highest standard in the provision of vocational education training under Australian Qualification Framework. Our code of practice is based on the Education Service for Overseas Student (ESSOS) Act 2000, the National Code 2018, and the VET Quality Framework including RTO Standards 2015.

We achieve this commitment through its culture of quality driven by stakeholder feedback, its quality assurance review process and key responsibilities held by all members of the college.

We are also committed to giving you as many chances as possible to study more. You can take an extra study support in each lesson from both on and off campus. We also offer you with one to one support to help you with your unique needs. We have a well-resourced student learning support where you can access such as our computer labs which allow you to do some extra study with experienced and well-qualified professionals support staff.

Our campus is located on Level 2, 520 Collins St, Melbourne, VIC 3000. Situated amidst the dynamic urban landscape, our campus offers unparalleled convenience and accessibility. It is within the walking distance to Flinders Street Station, Federation Square, the Melbourne Cricket Ground, and the vibrant Southbank precinct.

Additionally, immerse yourself in Melbourne's renowned cultural scene with theatres, art galleries, and museums just a stone's throw away. Indulge your taste buds with a plethora of dining options, from trendy cafes to restaurants, all within arm's reach.

At Wall Street College, we prioritise modern and comfortable learning environments. Our classrooms are equipped with technology to enhance interactive learning experiences. Plus, enjoy seamless connectivity with complimentary WIFI available throughout the campus.





Qualification Pathway

We offer a range of nationally recognised training products / qualifications. Our courses are appropriate and open for those who are seeking to pursue or further career to enter the skilled workforce.

<i>Entry Point (RPL Available)</i>	➔	BSB60520 Advanced Diploma of Marketing and Communication	➔	<i>Exit Point</i>
		BSB50620 Diploma of Marketing and Communication		
		BSB40820 Certificate IV in Marketing and Communication		

<i>Entry Point (RPL Available)</i>	➔	BSB60420 Advanced Diploma of Leadership and Management	➔	<i>Exit Point</i>
		BSB50420 Diploma of Leadership and Management		





BSB40820 Certificate IV in Marketing and Communication (CRICOS Course Code: 105951B)

Course Overview:

This qualification reflects the role of individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

Entry Requirement:

- At least 18 years old at the time of course commencement.
- Successful completion of year 12 or international equivalent / successful completion of any AQF III or above in marketing and/or communication field / a minimum of 2 years of relevant experience in a supervisory role.
- IELTS overall 5.5 or equivalent / Australian ELICOS course at upper intermediate level / completion of any AQF certificate III or above (taught in English) / Placement Test (at least 60 points out of 100) unless your nationality is the US, UK, New Zealand, Canada or Ireland.

Pathway:

Following the completion of this course, students may articulate into further study in the Diploma of Marketing and Communication.

Job Outcome:

This course provides learners with the skills and knowledge to undertake roles such as:

- Marketing officer
- Market research assistant
- Marketing coordinator
- Public relations office

Modes of Training and Assessment

This qualification is delivered in an institution-based environment with face-to-face delivery (20 hours per week). The mode of training is highly practical with a combination of in class learning activity, tutorials and self-paced learning activities. In addition to your face-to-face hours, you will be required to allocate 5 hours per week for structured self-paced activities in your own time.

Wall Street College draws on a range of assessment methods such as knowledge questions, research tasks, role-plays, case studies and observations. Depending on each unit requirements, a combination of methods is used to collect sufficient evidence from you to demonstrate your competency.

You will be required to complete some assessment tasks during your face-to-face hours and in your own time. You will need to allocate approximately 5 hours per week to complete assessment in your own time.



Location

This course is delivered at level 2, 520 Collins St, Melbourne, VIC 3000.

Course Structure & Duration (including holiday breaks)

This course is delivered over 39 weeks, consisting of 30 weeks of scheduled class and 9 weeks of holiday.

Units of Competency

Unit of Competency	Core / Elective
BSBCMM411 Make presentations	Core
BSBCRT412 Articulate, present and debate ideas	Core
BSBMKG433 Undertake marketing activities	Core
BSBMKG435 Analyse consumer behaviour	Core
BSBMKG439 Develop and apply knowledge of communications industry.	Core
BSBWRT411 Write complex documents	Core
BSBMKG431 Assess marketing opportunities	Elective
BSBLDR413 Lead effective workplace relationships	Elective
BSBMKG434 Promote products and services	Elective
BSBMKG440 Apply marketing communication across a convergent industry.	Elective
BSBCRT411 Apply critical thinking to work practices	Elective
BSBXCM401 Apply communication strategies in the workplace.	Elective





BSB50620 Diploma of Marketing and Communication (CRICOS Course Code: 105952A)

Course Overview:

This qualification reflects the role of individuals who use a sound theoretical knowledge base in marketing and communication and who demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. Typically, the individuals would have responsibility for the work of other staff and lead teams.

This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Entry Requirement:

- At least 18 years old at the time of course commencement.
- Successful completion of BSB42415 Certificate IV in Marketing and Communication / successful completion of all of the following units (or superseded equivalent version):
 - BSBCMM411 Make presentations.
 - BSBCRT412 Articulate, present and debate ideas.
 - BSBMKG433 Undertake marketing activities.
 - BSBMKG435 Analyse consumer behaviour.
 - BSBMKG439 Develop and apply knowledge of communications industry.
 - BSBWRT411 Write complex documents.
- IELTS overall 5.5 or equivalent / Australian ELICOS course at upper intermediate level / completion of any AQF certificate IV or above (taught in English) / Placement Test (at least 60 points out of 100) unless your nationality is the US, UK, New Zealand, Canada or Ireland.

Pathway:

Following the completion of this course, students may articulate into further study in the Advanced Diploma of Marketing and Communication.

Job Outcome:

This course provides learners with the skills and knowledge to undertake roles such as:

- Marketing officer
- Market research assistant
- Marketing coordinator
- Public relations officer

Modes of Training and Assessment

This qualification is delivered in an institution-based environment with face-to-face delivery (20 hours per week). The mode of training is highly practical with a combination of in class learning activity, tutorials and self-paced learning activities. In addition to your face-to-face hours, you will be required to allocate 5 hours per week for structured self-paced activities in your own time.



Wall Street College draws on a range of assessment methods such as knowledge questions, research tasks, role-plays, case studies and observations. Depending on each unit requirements, a combination of methods is used to collect sufficient evidence from you to demonstrate your competency.

You will be required to complete some assessment tasks during your face-to-face hours and in your own time. You will need to allocate approximately 5 hours per week to complete assessment in your own time.

Location

This course is delivered at level 2, 520 Collins St, Melbourne, VIC 3000.

Course Structure & Duration (including holiday breaks)

This course is delivered over 52 weeks, consisting of 40 weeks of scheduled class and 12 weeks of holiday.

Units of Competency

Unit of Competency	Core / Elective
BSBMKG541 Identify and evaluate marketing opportunities.	Core
BSBMKG542 Establish and monitor the marketing mix.	Core
BSBMKG552 Design and develop marketing communication plans.	Core
BSBMKG555 Write persuasive copy.	Core
BSBPMG430 Undertake project work.	Core
BSBLDR523 Lead and manage effective workplace relationships.	Elective
BSBMKG543 Plan and interpret market research.	Elective
BSBCRT511 Develop critical thinking in others.	Elective
BSBFIN501 Manage budgets and financial plans.	Elective
BSBCMM511 Communicate with influence.	Elective
BSBMKG546 Develop social media engagement plans	Elective
BSBMKG551 Create Multiplatform Advertisements for Mass Media.	Elective





BSB60520 Advanced Diploma of Marketing and Communication (CRICOS Course Code: 105953M)

Course Overview:

This qualification reflects the role of individuals who provide leadership and support strategic direction in the marketing and communications activities of an organisation. Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Entry Requirement:

- At least 18 years old at the time of course commencement.
- Successful completion of BSB52415 Diploma of Marketing and Communication / successful completion of all of the following units (or superseded equivalent version):
 - BSBMKG541 Identify and evaluate marketing opportunities.
 - BSBMKG542 Establish and monitor the marketing mix.
 - BSBMKG552 Design and develop marketing communication plans.
 - BSBMKG555 Write persuasive copy.
 - BSBPMG430 Undertake project work.
- IELTS overall 5.5 or equivalent / Australian ELICOS course at upper intermediate level / completion of any AQF certificate V or above (taught in English) / Placement Test (at least 60 points out of 100) unless your nationality is the US, UK, New Zealand, Canada or Ireland.

Pathway:

Following the completion of this course, students may articulate into further study in the bachelor degree in a higher education provider.

Job Outcome:

This course provides learners with the skills and knowledge to undertake roles such as:

- Marketing director
- Market strategist
- National, regional and global marketing manager

Modes of Training and Assessment

This qualification is delivered in an institution-based environment with face-to-face delivery (20 hours per week). The mode of training is highly practical with a combination of in class learning activity, tutorials and self-paced learning activities. In addition to your face-to-face hours, you will be required to allocate 5 hours per week for structured self-paced activities in your own time.



Wall Street College draws on a range of assessment methods such as knowledge questions, research tasks, role-plays, case studies and observations. Depending on each unit requirements, a combination of methods is used to collect sufficient evidence from you to demonstrate your competency.

You will be required to complete some assessment tasks during your face-to-face hours and in your own time. You will need to allocate approximately 5 hours per week to complete assessment in your own time.

Location

This course is delivered at level 2, 520 Collins St, Melbourne, VIC 3000.

Course Structure & Duration (including holiday breaks)

This course is delivered over 78 weeks, consisting of 60 weeks of scheduled class and 18 weeks of holiday.

Units of Competency

Unit of Competency	Core / Elective
BSBMKG621 Develop organisational marketing strategy.	Core
BSBMKG623 Develop marketing plans.	Core
BSBMKG622 Manage organisational marketing processes.	Core
BSBTWK601 Develop and maintain strategic business networks.	Core
BSBLDR601 Lead and manage organisational change.	Elective
BSBCRT611 Apply critical thinking for complex problem solving.	Elective
BSBLDR602 Provide leadership across the organisation.	Elective
BSBSTR601 Manage innovation and continuous improvement.	Elective
BSBFIN601 Manage organisational finances.	Elective
BSBMKG626 Develop advertising campaigns.	Elective
BSBMKG627 Execute advertising campaigns.	Elective
BSBPEF501 Manage personal and professional development.	Elective





BSB50420 Diploma of Leadership and Management (CRICOS Course Code: 105953M)

Course Overview:

This qualification reflects the role of individuals who apply knowledge, practical skills and experience in leadership and management across a range of enterprise and industry contexts.

Individuals at this level display initiative and judgement in planning, organising, implementing and monitoring their own workload and the workload of others. They use communication skills to support individuals and teams to meet organisational or enterprise requirements.

They may plan, design, apply and evaluate solutions to unpredictable problems, and identify, analyse and synthesise information from a variety of sources.

Entry Requirement:

- At least 18 years old at the time of course commencement.
- Successful completion of year 12 or equivalent / successful completion of any AQF Certificate IV level (or above) course in business or a relevant field / have a minimum of 2 years' experience in a supervisory role.
- IELTS overall 5.5 or equivalent / Australian ELICOS course at upper intermediate level / completion of any AQF certificate IV or above (taught in English) / Placement Test (at least 60 points out of 100) unless your nationality is the US, UK, New Zealand, Canada or Ireland.

Pathway:

Following the completion of this course, students may articulate into further study in Advanced Diploma of Leadership and Management.

Job Outcome:

This course provides learners with the skills and knowledge to undertake roles such as:

- Sales Team Manager
- Frontline Manager
- Business Development Manager
- Business Manager
- Production Manager

Modes of Training and Assessment

This qualification is delivered in an institution-based environment with face-to-face delivery (20 hours per week). The mode of training is highly practical with a combination of in class learning activity, tutorials and self-paced learning activities. In addition to your face-to-face hours, you will be required to allocate 5 hours per week for structured self-paced activities in your own time.





Wall Street College draws on a range of assessment methods such as knowledge questions, research tasks, role-plays, case studies and observations. Depending on each unit requirements, a combination of methods is used to collect sufficient evidence from you to demonstrate your competency.

You will be required to complete some assessment tasks during your face-to-face hours and in your own time. You will need to allocate approximately 5 hours per week to complete assessment in your own time.

Location

This course is delivered at level 2, 520 Collins St, Melbourne, VIC 3000.

Course Structure & Duration (including holiday breaks)

This course is delivered over 52 weeks, consisting of 40 weeks of scheduled class and 12 weeks of holiday.

Units of Competency

Unit of Competency	Core / Elective
BSBCMM511 Communicate with influence.	Core
BSBCRT511 Develop critical thinking in others.	Core
BSBLDR523 Lead and manage effective workplace relationships.	Core
BSBOPS502 Manage business operational plans.	Core
BSBPEF502 Develop and use emotional intelligence.	Core
BSBTWK502 Manage team effectiveness.	Core
BSBXCM501 Lead communication in the workplace.	Elective
BSBTWK503 Manage meetings.	Elective
BSBOPS501 Manage business resources.	Elective
BSBPEF501 Manage personal and professional development.	Elective
BSBOPS504 Manage business risk.	Elective
BSBLDR522 Manage people performance.	Elective





BSB60420 Advanced Diploma of Leadership and Management (CRICOS Course Code: 105954K)

Course Overview:

This qualification reflects the role of individuals who apply specialised knowledge and skills, together with experience in leadership and management, across a range of enterprise and industry contexts.

Individuals at this level use initiative and judgement to plan and implement a range of leadership and management functions, with accountability for personal and team outcomes within broad parameters.

They use cognitive and communication skills to identify, analyse and synthesise information from a variety of sources and transfer their knowledge to others, and creative or conceptual skills to express ideas and perspectives or respond to complex problems.

Entry Requirement:

- At least 18 years old at the time of course commencement.
- Successful completion of BSB50420 Diploma of Leadership and Management (or BSB51918 Diploma of Leadership and Management) / successful completion of a Diploma or Advanced Diploma from BSB Training Package (current or superseded equivalent version) / have a minimum of 2 years' experience in an operational or leadership role in an enterprise.
- IELTS overall 5.5 or equivalent / Australian ELICOS course at upper intermediate level / completion of any AQF certificate V or above (taught in English) / Placement Test (at least 60 points out of 100) unless your nationality is the US, UK, New Zealand, Canada or Ireland.

Pathway:

Following the completion of this course, students may articulate into further study in a bachelor degree with a higher education provider.

Job Outcome:

This course provides learners with the skills and knowledge to undertake roles such as:

- Department head
- Manager
- Director of small business company
- Operational manager
- Team leader
- Head of strategic or marketing unit

Modes of Training and Assessment

This qualification is delivered in an institution-based environment with face-to-face delivery (20 hours per week). The mode of training is highly practical with a combination of in class learning activity, tutorials and self-paced learning activities. In addition to your face-to-face hours, you will be required to allocate 5 hours per week for structured self-paced activities in your own time.



Wall Street College draws on a range of assessment methods such as knowledge questions, research tasks, role-plays, case studies and observations. Depending on each unit requirements, a combination of methods is used to collect sufficient evidence from you to demonstrate your competency.

You will be required to complete some assessment tasks during your face-to-face hours and in your own time. You will need to allocate approximately 5 hours per week to complete assessment in your own time.

Location

This course is delivered at level 2, 520 Collins St, Melbourne, VIC 3000.

Course Structure & Duration (including holiday breaks)

This course is delivered over 78 weeks, consisting of 60 weeks of scheduled class and 18 weeks of holiday.

Units of Competency

Unit of Competency	Core / Elective
BSBCRT611 Apply critical thinking for complex problem solving.	Core
BSBLDR601 Lead and manage organisational change.	Core
BSBLDR602 Provide leadership across the organisation.	Core
BSBOPS601 Develop and implement business plans.	Core
BSBSTR601 Manage innovation and continuous improvement.	Core
BSBHRM613 Contribute to the development of learning and development strategies.	Elective
BSBFIN601 Manage organisational finances.	Elective
BSBSTR602 Develop organisational strategies	Elective
BSBHRM614 Contribute to strategic workforce planning	Elective
BSBPMG633 Provide leadership for the program	Elective





RPL and Credit Transfer:

Students are able to apply for Recognition of Prior Learning (RPL) from the previous qualification gained or practical experience. You are required to provide evidence that will demonstrate competency in the learning outcomes of the course.

If you have previously completed the same unit / equivalent unit, you will be eligible for credit transfer evidenced by your AQF certification issued by the RTO or USI Transcript.

Benefits of PRL/RCC/Credit Transfer:

- Conforms to the requirements for equity in adult education programs.
- Avoids the problem of students having to unnecessarily repeat learning experiences.
- Encourages the development of various assessment procedures.
- Assesses the candidates' current competence in comparison to the stated standards of competence required.
- Clarifies what relevant skills the student does and does not possess so that the learning program can be tailored accordingly.
- The RPL will be granted when all the stated learning and performance criteria of the training courses have been shown to be met.
- Upon successful RPL and/or Credit Transfer granted, the course duration will be shorter and will affect your study duration which state on the confirmation of enrolment (COE) document.

