



BSB52415 DIPLOMA OF MARKETING AND COMMUNICATION

Wall Street College Pty Ltd

T/A Wall Street College ABN 42 606 344 905

CRICOS Provider No. 03601F | RTO 41294

Melbourne campus: Level 4, 20 Queen St, Melbourne, VIC 3000, Australia

Phone: +61 3 9629 4770 Email: admissions@wallstreet.edu.au

Hobart campus: Level 2, 27 Elizabeth Street, Hobart, Tasmania 7000, Australia

Phone: +61 3 8648 8556 Email: admissions@wallstreet.edu.au

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INTRODUCTION TO THE STRATEGY DOCUMENTATION:

This strategy document is prepared in line with Wall Street College policy on the preparation of Training and Assessment strategy documentation. This policy sets out how Wall Street College will manage planning, delivery and assessment across all levels of documentation to support implementation of the Training Package on the scope of registration.

OVERVIEW OF THE TRAINING AND ASSESSMENT STRATEGY DOCUMENT:

Wall Street College delivers the following qualifications: Certificate IV, Diploma and Advanced Diploma of Marketing and Communication.

Analysis of the BSB qualifications rule, the available field and domain and assessment guidelines involved detailed mapping to identify selected units as core and elective, recommended skill set, unit clustering and sequencing, on which are based learning outcomes of relevance and appropriateness to our target learner group. This information and analysis combined with industry consultation lead to the decision to offer this program.

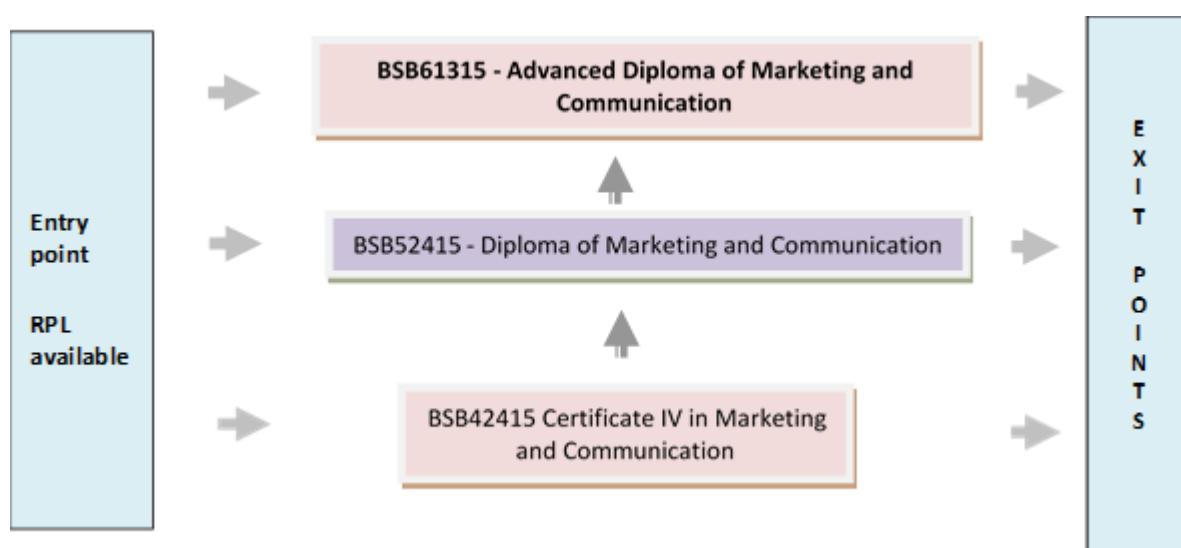


Figure 1: Qualification Pathway

TARGET GROUP:

Wall Street College is open to any full fee-paying service student. The current enrolment are overseas students who are seeking to develop their career pathway in the Marketing and Communication field. They may also be seeking a pathway for further studies at the university level, as well as local students who wish to upgrade their skills.

Most of the students will be between 18-30 years old who are interested in studying Marketing and Communication, and the opportunities the program offers.

However, our course is also appropriate and open for those:

Experienced in Marketing and Communication abilities, who wish to develop and refine their skills further

- Who want to develop their Marketing and Communication skills to a sufficient level to enter into a university level qualification
- Who are seeking to be promoted or who are currently employed seeking to take on a supervisory role in Marketing and Communication area

- Who are fully experienced within this vocational area and are seeking formal recognition of their existing skills
- Who are fully experienced within this vocational area from overseas who wish to upgrade their skills to local industry requirements
- University graduates who wish to gain competency-based skills in Marketing and Communication sector prior to employment.

ENTRY REQUIREMENTS:

- Be 18 years old or over.
- Students who intend to enrol in this course must prove their successful completion of Australian Year 12 or international equivalent. AND Successful completion of any ALL core units of BSB42415 Certificate IV in Marketing and Communication.
- Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills, which is equivalent to upper intermediate level (IELTS 5.5).

PATHWAY:

After completing the BSB52415 Diploma of Marketing and Communication, students may articulate into further study of the Advanced Diploma of Marketing and Communication offered by any RTO or they may have opportunities to continue their studies in Bachelor Degree programs offered by any Australian Higher Education providers.

Vocational Outcome:

This qualification aims to provide candidates with the skills and knowledge required to effectively perform the following job roles:

- Marketing manager
- Product manager
- Marketing officer
- Public relations manager

INDUSTRY CONSULTATION PROCESS CONTRIBUTING TO THE DEVELOPMENT OF THE TRAINING AND ASSESSMENT STRATEGY:

Wall Street College will engage the Marketing and Communication enterprise representatives to participate during the development and ongoing review and evaluation of course design, choice of electives, learning materials and assessments method/ mechanism to ensure that they meet the needs of Industry/ Marketing and Communication enterprise, the current BSB Training Package, the Standards for RTOs 2015 and the needs of our clients (students). This strategy is to ensure that a strong relationship is maintained with relevant industry and that the relevant courses provided by Wall Street College meet the relevant industry/enterprise skills needs and the need of industry/enterprise employers.

The College uses industry consultation to:

- Determine job outcomes and content required to effectively prepare candidates for the industry/enterprise
- Seek input and collaboration with relevant industry/enterprise stakeholders who are currently working in areas of Marketing and Communication field

- Assist with the design the overall course structure to maximise learners' opportunities for employment, advancement or further education
- Select electives that best suit the skills required for the target job role
- Design the assessment tasks, classroom activities with simulation workplace environment and the training and assessment resources to ensuring training and assessment is aligned to current methods, technology, products and performance expectations for the workplace tasks specified in the training package
- Suggest appropriate training and assessment resource according to the training and assessment strategy

Procedure:

The following strategies will be used by Wall Street College to seek industry/enterprises feedback on the suitability of training and assessment strategies and resources used for delivery of Marketing and Communication courses proposed to be delivered by the provider.

1. Direct engagement with industry representatives

- Current industry skills may be informed by consultations with Industry/enterprises and may include, but is not limited to:
 - having knowledge of latest techniques and processes;
 - possessing a high level of product knowledge;
 - understanding and knowledge of legislation relevant to the industry and to employment and workplaces;
 - being customer/client-oriented;
 - possessing formal industry and training qualifications; and
 - training content that reflects current industry practice.
- Wall Street College will engage directly with industry when designing training and assessment strategies and assessments at the following intervals:
 - During initial design and prior to release by the college for use in the delivery of relevant qualifications;
 - Resulting from changes to relevant training packages
 - When relevant units of competency are superseded and result in such changes as qualification core and elective units, nominal hours, etc.
 - Assistance with implementation of the College's assessment system review to ensure compliance with training package or VET accredited course assessment requirements and Principles of Assessment
 - In response to specific risks identified form the College's industry consultation process, employer feedback and/ or other sources.
 - The feedback from direct industry/enterprises engagement will be recorded by the College and maintained for future consultation and compliance purposes.
 - Opportunities for improvement, once approved will be incorporated into relevant training and assessment strategies and assessments,

2. Industry knowledge and updates

- The College will keep abreast of information from key entities that may have an impact on the currency of current training and assessment strategies
- Relevant changes to training packages or legislation may impact upon the currency of current training and assessment strategies and may require further industry consultation.
- Such information is acquired through:
 - Subscription to relevant Industry Skills Councils - <https://www.aisc.net.au/>
 - Review the Skills Website - <https://www.employment.gov.au/skills-and-training>

QUALIFICATION STRUCTURE:

The following table shows the core and pre-selective elective units, the sequence of delivery units and delivery hours:

Packaging Rules:

A total number of units = 12 and this qualification has 3 core units plus 9 elective units. However, the 8 elective units must be selected from elective lists provided and one may be selected from elective lists or any current endorse training package/courses.

| BSB52415 Diploma of Marketing and Communication | | | | | |
|--|-----------|---|----------------|---------------------------------------|----------------|
| Criteria: 12 units must be successfully completed (3 core units plus 9 elective units) | | | | | |
| Type of Unit | Unit Code | Competency Unit Name | In class Hours | Self-Study/ Individual Learning Hours | Combined Hours |
| Core | BSBMKG507 | Interpret market trends and developments | 60 | 30 | 90 |
| Core | BSBMKG523 | Design and develop an integrated marketing communication plan | 100 | 50 | 150 |
| Core | BSBPMG522 | Undertake project work | 60 | 30 | 90 |
| Elective | BSBCRT501 | Originate and develop concepts | 100 | 50 | 150 |
| Elective | BSBADV507 | Develop a media plan | 60 | 30 | 90 |
| Elective | BSBFIM501 | Manage budgets and financial plans | 100 | 50 | 150 |
| Elective | BSBLDR502 | Lead and manage effective workplace relationships | 40 | 20 | 60 |
| Elective | BSBMKG501 | Identify and evaluate marketing opportunities | 60 | 30 | 90 |
| Elective | BSBMKG514 | Implement and monitor marketing activities | 80 | 40 | 120 |
| Elective | BSBMKG515 | Conduct a marketing audit | 40 | 20 | 60 |
| Elective | BSBMKG502 | Establish and adjust the marketing mix | 60 | 30 | 90 |
| Elective | BSBMKG506 | Plan market research | 40 | 20 | 60 |
| Total of study week is 40 weeks (exclude break) | | | 800 hours | 400 | 1200 |

| BSB52415 Diploma of Marketing and Communication <i>Delivery Structure (10 Weeks per Term)</i> | | | |
|--|----------------|--|----------------|
| TERM ONE | | | |
| Unit of competency | In class Hours | Self-Study/ Individual Learning Hours | Combined Hours |
| 1- BSBMKG514 Implement and monitor marketing activities | 80 | 40 | 120 |
| 2- BSBMKG501 Identify and evaluate marketing opportunities | 60 | 30 | 90 |
| 3. BSBADV507 Develop of media plan | 60 | 30 | 90 |
| Total | 200 | 100 | 300 |
| Break | | | |
| TERM TWO | | | |
| Unit of competency | In class Hours | Self-Study/ Individual Learning Hours | Combined Hours |
| 4- BSBLDR502 Lead and manage effective workplace relationships | 40 | 20 | 60 |
| 5- BSBMKG507 Interpret market trends and developments | 60 | 30 | 90 |
| 6. BSBFIM501 Manage budgets and financial plans | 100 | 50 | 150 |
| Total | 200 | 100 | 300 |
| Break | | | |
| TERM THREE | | | |
| Unit of competency | In class Hours | Self-Study/ Individual Learning Hours | Combined Hours |
| 7- BSBPMG522 Undertake project work | 60 | 30 | 90 |
| 8- BSBMKG506 Plan market research | 40 | 20 | 60 |
| 9. BSBMKG523 Design and develop an integrated marketing communication plan | 100 | 50 | 150 |
| Total | 200 | 100 | 300 |
| Break | | | |
| TERM FOUR | | | |
| Unit of competency | In class Hours | Self-Study/ Individual Learning Hours | Combined Hours |
| 10.- BSBCRT501 Originate and develop concepts | 100 | 50 | 150 |
| 11.- BSBMKG502 Establish and adjust the marketing mix | 60 | 30 | 90 |
| 12.- BSBMKG515 Conduct a marketing audit | 40 | 20 | 60 |
| Total | 200 | 100 | 300 |

TRAINING STRATEGY:

This program (BSB52415 Diploma of Marketing and Communication) is delivered in an institution based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks with simulation workplace, tutorials, group activities and theory based documents.

Wall Street College will use the following strategies to deliver the program:

In Class Learning Activity:

Trainers will deliver a presentation to the class of a particular topic area that is primarily theory based. The framework of the lecture and generalised content will be developed by each trainer in the form of lecture slides or the student workbook. While delivering each session, the trainer will elaborate on content, answer questions and encourage group interaction.

Students are provided with learning resources, training manuals, an assessment outline and trainers will enable each learner to access and use practical hand on training activities.

Students have at their disposal a computer lab with the necessary resources and computer equipment to create presentations, repeat and reinforce topics taught in classrooms or research topics using the Internet.

Emphasis will be made on reflecting “real work situations” in order to develop the skills identified in the “employability skills” for this qualification.

Class Demonstrations:

Demonstrations allow trainers to perform a practical task in front of the students. During the demonstration the trainer will explain and justify each step they take to achieve the goal of the demonstration and answer any questions put forward. The goal of demonstrations is to allow students to see how a practical task can be completed from start to finish or to see how a tool or device can operate in different scenarios.

Class Tutorials/Workshop:

Tutorials/workshop allow students to complete simulated practical task while following the instructions of the trainer. The aim of tutorials is to teach complicated processes or techniques by having the class follow the trainer to complete step by step procedures at the same pace. Tutorials generally involve all students completing the same simulated task, but they should allow for individual creative input at various stages and individual experimentation will also be encouraged throughout.

Class Activities:

Class activities give trainers the opportunity to better simulate workplace conditions by having students participate in a collaborative task. Various assessment tasks require students to participate in a class activity and they will subsequently be assessed on their contribution and

performance via direct observation or by the collaborative work they produce. Some examples of activities are listed below.

- Collaborative project where all students complete a minor task individually which will be combined to form a larger project.
- Trainer facilitates and in-class discussion on a particular topic area. Students have the opportunity to offer their opinions and share experiences to explore the topic area.

Self-paced /individual learning Activities:

Students are required to complete a range of activities outside of class, such as reading, research and practice tasks to support the face to face learning and assessment. These activities are assigned by the trainer during the face to face classes and students are provided with written instructions as to what needs to be completed by the next class.

The number and nature of these individual learning activities is designed to match the allocated hours for the respective unit in the Qualification Structure table in the TAS.

Trainers monitor and facilitate the completion of these activities each week and provide feedback to support the student's learning and ability to complete formal assessment tasks. Trainers are available to students through the student communication portal or by face to face individual appointment discussions after class learning hours.

The College's time table structure:

| Academic Year 2020 Teaching Calendar | | | |
|---|-------------------|------------------|-----------------|
| Term | Start Date | End Date | Duration |
| Term 1 | Mon 6 January | Fri 13 March | 10 Weeks |
| Break (3 Weeks) | | | |
| Term 2 | Mon 6 April | Fri 12 June | 10 Weeks |
| Break (3 Weeks) | | | |
| Term 3 | Mon 6 July | Fri 11 September | 10 Weeks |
| Break (3 Weeks) | | | |
| Term 4 | Mon 5 October | Fri 11 December | 10 Weeks |
| Break (3 Weeks) | | | |

Orientation is held in the first day of the course commencement day. If the commencement dates fall on a public holidays the commencement will be on the following business day.

ASSESSMENT STRATEGY:

Wall Street College's assessment strategy for the BSB52415 Diploma of Marketing and Communication course draws on a range of methods of assessment over a period of time. The rationale is based on recommended educational design models which will enable evidence to be gathered suitable to each particular units of competency of this course. The assessment task would be conducted outside the training hour.

1. Collaborative assessment tasks:

These tasks focus on formative skill development, testing underpinning knowledge through learner discovery and communicative tasks with assessor support. The following collaborative assessment tasks will be used:

- Collaborative Practical Projects
- Collaborative discussions
- Oral Presentation

2. Coursework assessment tasks:

Formative assessment that follows the sequence of structured lecture with a focus of underpinning knowledge of the units of competencies covered:

- Short answer questions
- Research Tasks
- Written Report

3. Individual assessment tasks

Formative and summative projects that gather holistic evidence of the units of competencies covered.

- Practical Tasks
- Major Practical Projects

4. Summative assessment task

Summative assessment tasks gather holistic evidence across multiple units of competency. They could assess competency through collaborative, coursework, or individual tasks.

A Mixed Mode Assessment Model

Students will learn and be assessed in a classroom learning environment supervised by their trainer. Each student is required to attend 20 hours of face to face classes made up of lectures, tutorials, demonstration, activities, and personal work. Students will be notified of their results and given feedback directly from their trainer.

In addition to the weekly classwork there will be other formal assessment tasks (such as written reports, research, and practical projects) to be given to the student as part of assessing the student's competency in the unit or cluster of units in the case of a summative assessment task.

EVIDENCE-GATHERING TECHNIQUES:

Evidence is the term used to describe the information gathered from the students that is used to assess their competency throughout the course. It can be gathered in a variety of ways and the Trainer/Assessor will use a combination of the methods described above throughout the learning program.

Assessment Matrix for BSB52415 Diploma of Marketing and Communication

| Assessment Key | Assessment Method | Description |
|----------------|-----------------------|--|
| RE | Research | Investigation into information relating to a specific topic area, or the collection of information and/or reference material. |
| RP | Report | A written discussion of a topic area requiring research, opinions and references. |
| TU | Tutorial | Tutorials are step by step practical tasks facilitated by the trainer. Students should submit their completed tutorial showing evidence of their practical skills and ability to incorporate their own practical skills. |
| PT | Practical Task | Requires the creation of a tool or device generally relating to planning or management of a project. |
| P.EXE | Practical Exercise | Candidates are given a challenge problem to solve and they will be required to come out with business solution from their knowledge and skills to solve the problem. Often for these tasks there is an element of collaboration required. The primary goal of these assessment tasks is to simulate the practical task undertaken in the professional workplace environment. |
| PE | Portfolio of Evidence | Submissions will require a collection of items demonstrating the same skill set executed in different ways. |
| DE | Demonstration | Demonstrations require candidates to perform a task that often will not require a physical submission, such as participating in a practical activity. |
| PR | Presentation | Presentation made to other candidates and the assessor, primarily evaluating communication skills. |
| WT | Written Test | Questions are designed to test candidate's knowledge of theory-based elements. |
| CS | Case Study | Candidates are given a challenge case study to analyse and use their knowledge and skill to solve the problem. |

Assessment Matrix for BSB52415 Diploma of Marketing and Communication

| Unit Code | Unit Title | Assessment Method |
|-----------|---|-------------------|
| BSBMKG507 | Interpret market trends and developments | |
| BSBMKG523 | Design and develop an integrated marketing communication plan | |
| BSBPMG522 | Undertake project work | |
| BSBCRT501 | Originate and develop concepts | |
| BSBADV507 | Develop a media plan | |
| BSBFIM501 | Manage budgets and financial plans | |
| BSBLDR502 | Lead and manage effective workplace relationships | |
| BSBMKG501 | Identify and evaluate marketing opportunities | |
| BSBMKG514 | Implement and monitor marketing activities | |
| BSBMKG515 | Conduct a marketing audit | |
| BSBMKG502 | Establish and adjust the marketing mix | |
| BSBMKG506 | Plan market research | |

REASONABLE ADJUSTMENT- SPECIAL LEARNING NEEDS

Wall Street College has policies that include reasonable adjustment and access and equity principles. Reasonable adjustment will be provided for participants with special learning needs (such as a disability or learning difficulty) according to the nature of the learning need. Evidence collection can be adjusted to suit individual student needs if required and will be endorsed by the Academic Manager/Course Coordinator, and student.

Reasonable adjustments are made to ensure that the participant is not presented with artificial barriers to demonstrating achievement in the program of study. Reasonable adjustments may include the use of adaptive technology, educational support, and alternative methods of assessment such as oral assessment.

The learning need that forms the basis of any adjustment to the training program will be identified and appropriate strategies will be agreed with the student. Any adjustments will be recorded in the student file and will not compromise the competency standard.

The program may be organised/formatted around a combination of approaches including:

- RPL/RCC
- classroom training
- in class practical sessions
- a combination of the above.

ISSUING THE STATEMENT OF ATTAINMENT:

In the case where a student decides to withdraw from the course at any stage, Wall Street College will issue a Statement of Attainment for units of competency completed as partial completion of their enrolled course within 30 days of an enrollment completion.

RECOGNITION OF PRIOR LEARNING (RPL):

Candidates with prior learning and industry skills can apply for recognition of prior learning (RPL). RPL is the acknowledgement of a person's skills and knowledge acquired through previous training, work or life experience, which may be used to grant status or credit in a competency unit(s), no matter how and where they were attained, including overseas. This can include skills from:

- Tertiary qualification in Marketing and Communication field shown in the transcript that matches the units of competencies of the program
- Students studying Marketing and Communication in another registered training organisation and wishing to switch to Wall Street College.

Candidates who are seeking RPL from their previous education and training are required to produce certified copies of the following:

- Copies of certificates, qualifications achieved from other courses, school or tertiary results
- Statements outlining courses and/or study that the student has undertaken, and the learning outcomes/competencies achieved.

NATIONAL RECOGNITION:

- Applicants for National Recognition must complete the student National recognition application form, attach a copy of a verified Award or Statement of Attainment and submit the application to the Academic Manager/Course Coordinator.
- The Academic Manager/Course Coordinator must check the Award or Statement of Attainment and grant National recognition for identical units that have been identified as being completed at another Registered Training Organisation.
- Verified copies of Qualifications and Statements of Attainment used as the basis for granting National Recognition must be placed in the student files
- The completed National Recognition record must be signed by the student and the Academic Manager/Course Coordinator.
- Granting of National Recognition must be recorded as a unit outcome in the students file
- Student's individual training plans will be adjusted to reflect any National Recognition granted.
- Students may use our RTO appeal procedures if dissatisfied with the outcome of their National Recognition applications.

TRAINING FACILITY RESOURCE:

Wall Street College has an established VET infrastructure to serve the needs of the training program and meet the training package requirements. The training premises will be located at:

Melbourne campus: Level 4, 20 Queen St, Melbourne, VIC 3000, Australia

Hobart campus: Level 2, 27 Elizabeth Street, Hobart, Tasmania 7000, Australia

Students will be able to access the campus's computer laboratories at this same location.

Classrooms:

Classrooms are fully equipped with smart boards, data projectors, and Internet connections. All classrooms are well furnished with study tables and chairs.

Computer Labs:

The college has dedicated computer labs for training purposes as well as for after class work by the students. Other computers are available for student self-study and assessment purposes in the open study area. The entire computers are connected to printers and are equipped with the latest software for training and assessment.

Printing and Photocopying Facilities:

All students have access to printing and photocopying facilities for course related materials. These facilities are available on user pay basis. Please contact the student services officer or IT help desk personal for further information.

Resource Centre/Library:

This facility is used for the learning resource center which collecting of the reference textbooks for the student to have access for their self-study session. All the recommended reading textbooks or the online access material will be listed in the study guides of each any learning unit.

Student Support and Learning Assistance Centre:

Learning Assistance is available for students requiring additional academic support or remedial literacy/numeracy assistance. Regular study skills workshops are held to help students learn how to succeed in their studies. One-to-one assistance with assignments and assessment tasks are provided with a prior appointment.

Wireless Campus:

Classrooms and open study areas provide wireless connections to all students and we strongly recommend each student to acquire a notebook computer of their own, to increase their study effectiveness.

QUALIFY TRAINER AND ASSESSOR:

Wall Street College will employ the qualify trainer and assessor as per the below essential criteria:

- Holding TAE40116 Certificate IV in Training and Assessment
- Having BSB52415 Diploma of Marketing and Communication or equivalent

- Currency industry experience in Marketing and Communication enterprise job role (last 2 years track record of practical industry work in Marketing and Communication field)
- Carry on currency of professional development in training and assessment activity
- Minimum of 3 years working experience within the education provider as trainer/assessor
- Proficiency communication in English with excellence student learning support skill

MONITORING AND EVALUATION:

The program will be monitored and evaluated by carefully observing the following.

- a) Accuracy of prior to enrolment course information and marketing material
- b) Use up to date teaching and learning resources
- c) Correct learner guide and workbook
- d) Use the right assessment tools and ongoing validation
- e) Use appropriate training and assessment timetabling
- f) Student/course feedback (both formal using the standard feedback forms and informal based on conversations and discussions had throughout the course)
- g) Follow up issues related to major assignments and projects
- h) Qualified trainers/assessors to conduct training.

Mid year and end of year reviews will be formulated, taking into consideration all of the components listed above and additionally:

1. Statistics on enquiries and enrolments
2. Completion rates – Course completion and number of students with statements of attainment or qualifications
3. Student feedback
4. Complaints and appeals
5. Validation
6. RPL and RCC processes – moderation of assessment decisions at least once annually
7. Customisation
8. A 12 month review of resources and equipment.

ASSESSMENT VALIDATION PROCESS:

The College Principal will conduct meetings with the trainers and assessors in order to validate assessment tools as per the scheduled academic calendar.

We will validate assessment processes according to Wall Street College. See the validation policy and processes and Assessment Validation Summary. The initial validation was conducted prior to implementation of the course.

Training and assessment plans, procedures and tools for the BSB52415 Diploma of Marketing and Communication Where possible Wall Street College will purchase NQC approved resources to support delivery and assessment. We will use Eduworks material to support our RTO training activities under simulation workplace environment. The Assessment tools will be developing and contextualising the simulation workplace environment to suit the target audience need for both formative and summative assessment tasks. We will also benchmark our assessment tools with other off-shelf tools offered by the IBSA Vendor Portal (IBSA website).

1. We maintain central assessment record files in both hard and soft copy which allow each trainer to access.
2. We have a schedule of validation activities at the end of each term for BSB52415 Diploma of Marketing and Communication. We will validate training and assessment plans, processes and tools in according setting college's annual timetable. The meeting will focus on the appropriateness and effectiveness of training delivery and assessment plan, its procedures and outcomes. The validation meeting will be conducted with the representative of Wall Street College's industry advisory committee
3. We moderate assessment judgements based on team assessment and reviews of student examinations and final projects. We are using more than one assessor. We will moderate RPL evidence.
4. Student feedback flows into assessment reviews. There is a feedback and course evaluation process for all class through informal discussions with trainers/assessor feedback forms.
5. Course reviews, staff meetings and e-mails between trainers indicates continuous improvements to assessment tools and processes.
6. Wherever possible, it is expected that Trainers and Assessors will attend industry-networking opportunities both in Australia and oversea.
7. Delivery and assessment strategies which include training and assessment plan, tools and instruments should be trialed in the first instance and results of the trial noted and discussed at the first staff meeting.
8. Regular stakeholder feedback is gathered and analysed. A report is compiled and submitted to the college principal for consideration of any required improvement needs.
9. Internal audits of the course are conducted regularly (at less once a year) with the assistance of an external RTO representative or consultant.

INDUSTRY ENGAGEMENT RECORD:

This BSB52415 Diploma of Marketing and Communication Training and Assessment Strategy document has been developed in consultation with the following enterprise and industry people.

Industry Representative:

- **Vincent Vu**, Director of Rubix studios who holds the following industry experience and qualifications:
 - Sole founder and director Rubix Studios since 2001 as a start-up web design, development and hosting company with the progressing developments into the digital age by adopters and innovators of digital photography and videography techniques providing their clients and prospective customers the best resources and innovation the industry has to offer. Today the company become a digital storyteller, a complete multimedia tool kit to create, engage and grow businesses by use technology to solve the problems.
 - Vincent's job role involves:
 - Staff management and organisation.
 - Generate reports and running sheets.
 - Management of transaction accounts and clients.
 - Cash handling and administration.
 - Hiring and training of new and existing staff.
 - Videography/Photography.
 - Client and business interactions and development.
 - Vincent completed his Bachelor of Applied Science from RMIT University since 2011

Vincent Vu contact: Mobile 0402626800, hello@rubixstudios.com.au

- **John Xu**, Partner of Spectre Linkers who holds the following industry experience and qualifications:
 - John is a founding partner at spectre linkers, a law firm specialised in commercial law and corporate advisory. He have numerous years of expertise in advising clients on corporate affairs such as.
 - Business Succession Planning
 - Business Transactions, including Mergers and Acquisitions
 - Company Accounts
 - Compliance with Corporations and Securities Legislation
 - Contracts and agreements for a wide range of business matters
 - Directors' Duties and Compliance
 - Fundraising

- Incorporation, Partnerships and Joint Ventures
- Public Floats
- Restructuring
- Risk Management
- Workplace Relations
- Venture Capital"
- John has 7 years practising commercial law
- **John Xu contact:** John@spectrelinkres.com.au

- **Rene Mawad**, Sales Agent, Auctioneer of Ray White who holds the following industry experience and qualifications:
 - Provide guidance and assist sellers and buyers in marketing and purchasing property for the right price under the best terms
 - Determine clients' needs and financials abilities to propose solutions that suit them
 - Intermediate negotiation processes, consult clients on market conditions, prices, mortgages, legal requirements and related matters, ensuring a fair and honest dealing
 - Perform comparative market analysis to estimate properties' value
 - Display and market real property to possible buyers
 - Prepare necessary paperwork (contracts, leases, deeds, closing statements etc)
 - Manage property auctions or exchanges
 - Maintain and update listings of available properties
 - Cooperate with appraisers, escrow companies, lenders and home inspectors
 - Develop networks and cooperate with attorneys, mortgage lenders and contractors
 - Promote sales through advertisements, open houses and listing services
 - Remain knowledgeable about real estate markets and best practices
- Rene Mawad completed his Bachelor of Mathematics from University of Melbourne 2012 since 2012

Rene Mawad contact: rene.mawad@raywhite.com

- **Wee keat shee**, Director of Star life lighting who holds the following industry experience and qualifications:
 - Wee is running Import/export management company specialising in electrical goods handles export operations for a domestic company that wants to sell its product overseas for last 8 years
 - His job role involves:

- hiring dealers, distributors and representatives;
- handling advertising, marketing and promotions;
- overseeing marking and packaging, arranging financing"
- Wee completed his Bachelor of electrical engineering from Monash University of Melbourne since 2002

Wee contact: keatshee@gmail.com