

Ruby Institute

RTO No. 45148 | CRICOS Code: 03723G



**ACHIEVE A
BETTER FUTURE**

**STUDENT
PROSPECTUS**

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ABOUT US

The Ruby Institute is a Registered Training Organisation (RTO) as well as a CRICOS (Commonwealth Register of Institution and Course for Overseas Students) education provider offering nationally recognised training as defined under the AQF (Australian Quality Framework) standards.

The Directors have extensive experience in the educational and industrial sectors and the organisation is committed to providing industry-relevant training and qualifications.

The Ruby Institute strives to offer a supportive and inclusive learning environment to our students that allow them to **Achieve a Better Future**.

OUR PURPOSE

To offer a supportive and inclusive environment to allow our students to **Achieve a Better Future.**



OUR VALUES

Ruby word search:

- UNIQUE
- TALENT
- NURTURE

Bonus:

- RUBY



STUDENT MIX



INTERNATIONAL ARRIVALS

ASIA

RUBY AIR	China	RUBY AIR	Japan	RUBY AIR	Philippines
RUBY AIR	Cambodia	RUBY AIR	Korea	RUBY AIR	Singapore
RUBY AIR	Hong Kong	RUBY AIR	Malaysia	RUBY AIR	Taiwan
RUBY AIR	India	RUBY AIR	Myanmar	RUBY AIR	Thailand
RUBY AIR	Indonesia	RUBY AIR	Pakistan	RUBY AIR	Vietnam

EUROPE

RUBY AIR	Belgium	RUBY AIR	Italy
RUBY AIR	Greece	RUBY AIR	Spain
RUBY AIR	Ireland	RUBY AIR	United Kingdom

SOUTHERN AMERICA

RUBY AIR	Argentina
RUBY AIR	Colombia
RUBY AIR	Mexico
RUBY AIR	Peru

CAMPUS



A MOST LIVEABLE CITY MELBOURNE



Ruby Institute

Less than 5 minutes

- Tram
- Train
- Shops / Restaurants
- Health Clinics

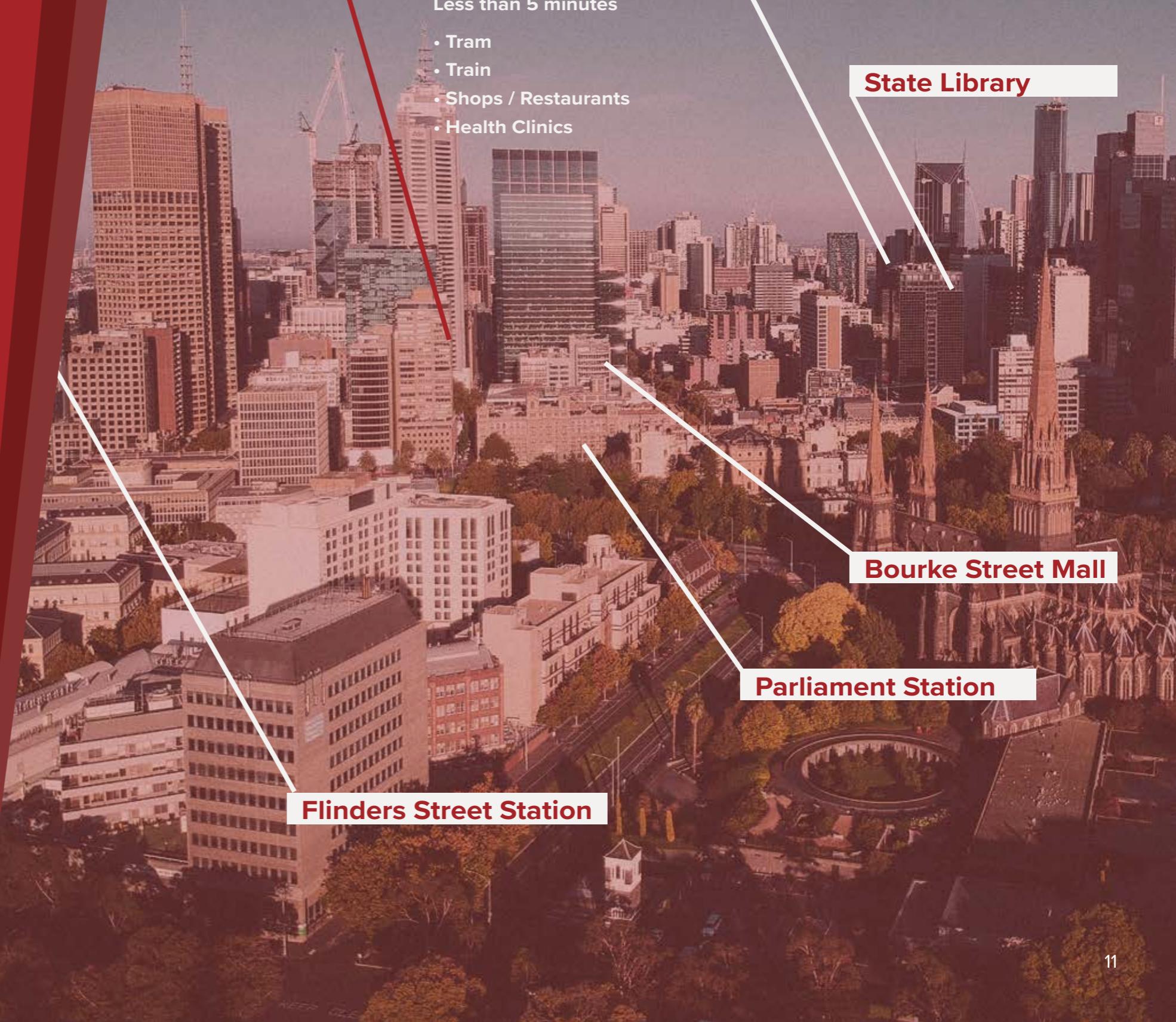
Melbourne Central Station

State Library

Bourke Street Mall

Parliament Station

Flinders Street Station



GENERAL ENGLISH

Competency in English is a critical first step for both study and general living. Ruby Institute offers all levels of **General English ELICOS** training (English Language Intensive Courses for Overseas Students), from Beginner to Advanced to suit student's individual needs. Students will be initially assessed to determine their language competency and will be placed at the appropriate level. Students will progress in accordance with the assessments required by the course curriculum.

The 72-week complete General English teaching program is taught over 6 periods of 12 weeks each.

Student Progression and Attendance

Students are required to attend 20 hours of face-to-face scheduled classes per week, with at least 80% attendance, during study terms. Students must achieve satisfactory course progress through formative tests undertaken in class, as well as through weekly homework tasks.

Summative tests undertaken every 4 weeks check the academic progress of students.



**CRICOS CODE:
098438D**



The levels are:

- Beginner
- Pre-Intermediate
- Elementary
- Intermediate
- Upper Intermediate
- Advanced

The course is designed to develop independent learning through student-centred activities with a focus on completing tasks and developing a high level of communication. It effectively integrates reading, writing, listening, and speaking to optimise the potential for students to reach their learning potential.

REQUIREMENTS:

Entry Requirements

Ruby Institute will assess which level students should start at and recommend duration based on their scores for grammar, reading, writing, listening, and speaking on the Institute's English Placement Test. Alternatively, students can progress or enter based on a passing grade in the immediately preceding General English level.

Overseas Student Health Cover

Students will have this cover as part of their visa requirements.

Age Requirements

Applicants must be over the age of 18.

OUTCOMES:

Education Pathways

After passing this course, students may be able to pathway into an academic English course such as IELTS or undertake studies at a vocational or higher education level at an RTO, TAFE or University.

Certificate III in INDIVIDUAL SUPPORT

COURSE CODE: CHC33021

CRICOS CODE: 116372H

The **Certificate III in Individual Support** reflects the role of individuals in the community, home or residential care setting who work under supervision and delegation as a part of a multi-disciplinary team, following an individualised plan to provide person-centred support to people who may require support due to ageing, disability or some other reason.

These individuals take responsibility for their own outputs within the scope of their job role and delegation. Workers have a range of factual, technical and procedural knowledge, as well as some theoretical knowledge of the concepts and practices required to provide person-centred support.

To achieve this qualification, the candidate must have completed at least 120 hours of work as detailed in the Assessment Requirements of the units of competency.

Course Duration: 52 weeks (including breaks)



COURSE OUTLINE:

The course is delivered through face to face (classroom-based), computer generated supervised learning, simulated workplace and commercially operational workplace environment with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **CHC33021 Certificate III in Individual Support** requires completion of 15 units (including 9 core units and 6 electives). Please refer to the next page for the core, and elective units chosen.

CODE	UNIT TITLE
CORE UNITS	
CHCCCS031	Provide individualised support
CHCCCS038	Facilitate the empowerment of people receiving support
CHCCCS040	Support independence and wellbeing
CHCCCS041	Recognise healthy body systems
CHCCOM005	Communicate and work in health or community services
CHCDIV001	Work with diverse people
CHCLEG001	Work legally and ethically
HLTINF006	Apply basic principles and practices of infection prevention and control
HLTWHS002	Follow safe work practices for direct client care
ELECTIVE UNITS	
CHCAGE011	Provide support to people living with dementia
CHCAGE013	Work effectively in aged care
CHCPAL003	Deliver care services using a palliative approach
CHCDIS011	Contribute to ongoing skills development using a strengths-based approach
CHCDIS012	Support community participation and social inclusion
CHCDIS020	Work effectively in disability support

ENTRY REQUIREMENTS:

Please refer to P38 for more information.



Australian
Qualifications
Framework

OUTCOMES:

Job titles may include:

- **Community Care Worker**
- **Residential Support Worker**
- **Community House Worker**
- **Family Support Worker**
- **In Home Respite Worker**
- **Care Worker**

Further study pathways available to students who undertake this qualification include:

- **CHC43015 Certificate IV in Ageing Support**
- **CHC43121 Certificate IV in Disability Support**
- **CHC52021 Diploma of Community Services**

Certificate IV in AGEING SUPPORT

COURSE CODE: CHC43015

CRICOS CODE: 116423B

The **Certificate IV in Ageing Support** reflects the role of support workers who complete specialised tasks and functions in aged services; either in residential, home or community based environments. Workers will take responsibility for their own outputs within defined organisation guidelines and maintain quality service delivery through the development, facilitation and review of individualised service planning and delivery.

Workers may be required to demonstrate leadership and have limited responsibility for the organisation and the quantity and quality of outputs of others within limited parameters.

To achieve this qualification, the candidate must have completed at least 120 hours of work as detailed in the Assessment Requirements of the units of competency.

Course Duration: 78 weeks (including breaks)

COURSE OUTLINE:

The course is delivered through face to face (classroom-based), computer generated supervised learning, simulated workplace and commercially operational workplace environment with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **CHC43015 Certificate IV in Ageing Support** requires completion of 18 units (including 15 core units and 3 electives). Please refer to the next page for the core, and elective units chosen.



CODE	UNIT TITLE
CORE UNITS	
CHCADV001	Facilitate the interests and rights of clients
CHCAGE001	Facilitate the empowerment of older people
CHCAGE003	Coordinate services for older people
CHCAGE004	Implement interventions with older people at risk
CHCAGE005	Provide support to people living with dementia
CHCCCS006	Facilitate individual service planning and delivery
CHCCCS011	Meet personal support needs
CHCCCS023	Support independence and wellbeing
CHCCCS025	Support relationships with carers and families
CHCDIV001	Work with diverse people
CHCLEG003	Manage legal and ethical compliance
CHCPAL001	Deliver care services using a palliative approach
CHCPRP001	Develop and maintain networks and collaborative partnerships
HLTAAP001	Recognise healthy body systems
HLTWHS002	Follow safe work practices for direct client care

ELECTIVE UNITS

CHCCCS017	Provide loss and grief support
HLTAAP002	Confirm physical health status
HLTAID011	Provide first aid

ENTRY REQUIREMENTS:

Please refer to P38 for more information.



Australian
Qualifications
Framework

OUTCOMES:

Job titles may include:

- Care supervisor
- Care Team Leader
- Residential Care Officer
- Residential Care Worker

Further study pathways available to students who undertake this qualification include:

- CHC52021 Diploma of community Services

Diploma of COMMUNITY SERVICES

COURSE CODE: CHC52021

CRICOS CODE: 116424A

The **Diploma of Community Services** reflects the role of community services workers involved in the delivery, management and coordination of person-centred services to individuals, groups, and communities.

At this level, workers have specialised skills in community services and work autonomously within their scope of practice under broad directions from senior management. Workers support people to make change in their lives to improve personal and social wellbeing and may also have responsibility for the supervision of other workers and volunteers. They may also undertake case management and program coordination.

To achieve this qualification, the candidate must have completed at least 200 hours of work as detailed in the Assessment Requirements of units of competency.

Course Duration: 104 weeks (including breaks)

COURSE OUTLINE:

The course is delivered through face to face (classroom-based), computer generated supervised learning, simulated workplace and commercially operational workplace environment with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **CHC52021 Diploma of Community Services** requires completion of 20 units (including 12 core units and 8 electives). Please refer to the next page for the core, and elective units chosen.



CODE	UNIT TITLE
CORE UNITS	
CHCCCS004	Assess co-existing needs
CHCCCS007	Develop and implement service programs
CHCCCS019	Recognise and respond to crisis situations
CHCCSM013	Facilitate and review case management
CHCDEV005	Analyse impacts of sociological factors on people in community work and services
CHCDFV001	Recognise and respond appropriately to domestic and family violence
CHCDIV001	Work with diverse people
CHCDIV002	Promote Aboriginal and/or Torres Strait Islander cultural safety
CHCLEG003	Manage legal and ethical compliance
CHCMGT005	Facilitate workplace debriefing and support processes
CHCPRP003	Reflect on and improve own professional practice
HTLWHS003	Maintain work health and safety
ELECTIVE UNITS	
CHCPRT025	Identify and report children and young people at risk
CHCMHS011	Assess and promote social, emotional and physical wellbeing
CHCMGT003	Lead the work team
CHCMHS001	Work with people with mental health issues
CHCMHS005	Provide services to people with co-existing mental health and alcohol and other drugs issues
CHCADV002	Provide advocacy and representation services
CHCCSL002	Apply specialist interpersonal and counselling interview skills
CHCCDE027	Implement community development strategies

ENTRY REQUIREMENTS:

Please refer to P38 for more information.



OUTCOMES:

Job titles may include:

- Community Care Manager • Community Access Coordinator
- Care Team Leader • Disability Team Leader • Housing Manager

Further study pathways available to students who undertake this qualification include:

- CHC62015 Advanced diploma of Community Sector Management Higher qualifications in community services management

Certificate IV in MARKETING AND COMMUNICATION

The **Certificate IV in Marketing and Communication** will equip students with the knowledge and skills to successfully participate in the business world, whether as an employee or in their own business. It is a good starting point as the units delivered at Ruby are appropriate for different business needs.

Course Duration: 52 weeks (including breaks)

COURSE OUTLINE:

The course is delivered through face to face (classroom-based), and computer-generated supervised learning with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **BSB40820 Certificate IV in Marketing and Communication** requires the completion of 12 units (including 6 core units and 6 electives). Please refer to the next page for the core, and elective units chosen.



**COURSE CODE:
BSB40820**
**CRICOS CODE:
107063G**



CODE	UNIT TITLE
CORE UNITS	
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
ELECTIVE UNITS	
BSBMKG431	Assess marketing opportunities
BSBMKG434	Promote products and services
BSBTEC303	Create electronic presentations
BSBOPS404	Implement customer service strategies
BSBXCS404	Contribute to cyber security risk management
ICTSAS432	Identify and resolve client ICT problems

ENTRY REQUIREMENTS:

Please refer to P38 for more information.

OUTCOMES:

Job titles may include:

- **Marketing Officer • Market Research Assistants**
- **Public Relations Officer**

Further study pathways available to students who undertake this qualification include:

- **BSB50620 Diploma of Marketing and Communication**
- **BSB50120 Diploma of Business**
- **BSB50420 Diploma of Leadership and Management**

Diploma of MARKETING AND COMMUNICATION

The **Diploma of Marketing and Communication** is a logical qualification upgrade from the Certificate IV in Marketing and Communication.

The units are more detailed and more intensive. They will increase skills and knowledge and improve readiness to meet the challenge of the contemporary business world.

Course Duration: 52 weeks (including breaks)

COURSE OUTLINE:

The course is delivered through face to face (classroom-based), and computer-generated supervised learning with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **BSB50620 Diploma of Marketing and Communication** requires the completion of 12 units (including 5 core units and 7 electives). Please refer to the next page for the core, and elective units chosen.



**COURSE CODE:
BSB50620**

**CRICOS CODE:
107064F**



CODE	UNIT TITLE
CORE UNITS	
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
ELECTIVE UNITS	
BSBMKG543	Plan and interpret market research
BSBMKG545	Conduct marketing audits
BSBMKG546	Develop social media engagement plans
BSBCMM511	Communicate with influence
BSBSTR501	Establish innovative work environments
ICTICT517	Match ICT needs with the strategic direction of the organisation
ICTICT532	Apply IP, ethics and privacy in ICT environments

ENTRY REQUIREMENTS:

Please refer to P38 for more information.

OUTCOMES:

Job titles may include:

- **Marketing Coordinator • Marketing Manager**
- **Public Relations Manager**

Further study pathways available to students who undertake this qualification include:

- **BSB60520 Advanced Diploma of Marketing and Communication**

Other Advanced Diploma, Diploma, or Degree programs in related fields such as business or various marketing and communications qualifications

Advanced Diploma of **MARKETING AND COMMUNICATION**

The **Advanced Diploma of Marketing and Communication** reflects the roles of individuals who provide leadership and strategic direction in marketing and communications. They analyse, design and execute campaigns using creative, conceptual and managerial competencies. Their knowledge-base may be highly specialised and broad-ranging within the fields of marketing and communications. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

Course Duration: 78 weeks (including breaks)

COURSE OUTLINE:

The course is delivered through face to face (classroom-based), and computer-generated supervised learning with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **BSB60520 Advanced Diploma of Marketing and Communication** requires the completion of 12 units (including 4 core units and 8 electives). Please refer to the next page for the core, and elective units chosen.



**COURSE CODE:
BSB60520**
**CRICOS CODE:
107066D**



CODE	UNIT TITLE
CORE UNITS	
BSBMKG621	Develop organisational marketing strategy
BSBMKG622	Manage organisational marketing processes
BSBMKG623	Develop marketing plans
BSBTWK601	Develop and maintain strategic business networks
ELECTIVE UNITS	
BSBMKG624	Manage market research
BSBMKG626	Develop advertising campaigns
BSBSTR601	Manage innovation and continuous improvement
BSBLDR601	Lead and manage organisational change
BSBTEC601	Review organisational digital strategy
BSBSUS601	Lead corporate social responsibility
BSBSTR602	Develop organisational strategies
BSBCRT611	Apply critical thinking for complex problem solving

ENTRY REQUIREMENTS:

Please refer to P38 for more information.

OUTCOMES:

Job titles may include:

- **Marketing Manager/ Director**
- **Client Services Executive/ Director**
- **Advertising Account Director**
- **Marketing Strategist**

Students who complete this course may wish to continue their education into a range of higher education qualifications in business or management.



Diploma of LEADERSHIP AND MANAGEMENT

The purpose of studying the **Diploma of Leadership and Management** is to provide students with skills and knowledge to become involved in management in a wide range of industry settings.

Course Duration: 52 weeks (including breaks)

COURSE OUTLINE:

The course is delivered through face to face (classroom-based), and computer-generated supervised learning with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **BSB50420 Diploma of Leadership and Management** requires the completion of 12 units (including 6 core units and 6 electives). Please refer to the next page for the core, and elective units chosen.



**COURSE CODE:
BSB50420**
**CRICOS CODE:
104378A**



CODE	UNIT TITLE
CORE UNITS	
BSBCM511	Communicate with influence
BSBCRT511	Develop critical thinking in others
BSBLDR523	Lead and manage effective workplace relationships
BSBOPS502	Manage business operational plans
BSBPEF502	Develop and use emotional intelligence
BSBTWK502	Manage team effectiveness
ELECTIVE UNITS	
BSBSTR502	Facilitate continuous improvement
BSBTWK503	Manage meetings
BSBWHS521	Ensure a safe workplace for a work area
BSBSTR501	Establish innovative work environments
ICTICT517	Match ICT needs with the strategic direction of the organisation
ICTICT532	Apply IP, ethics and privacy in ICT environments

ENTRY REQUIREMENTS:

Please refer to P38 for more information.

OUTCOMES:

Job titles may include:

- **Departmental Manager**
- **Business Development Manager**
- **Production Manager**

The further study pathways available to students who undertake this qualification include:

- **BSB60420 Advanced Diploma of Leadership and Management**
- **BSB60120 Advanced Diploma of Business**



Advanced Diploma of LEADERSHIP AND MANAGEMENT

The **Advanced Diploma of Leadership and management** is intended for individuals with significant experience in senior administrative roles who are seeking to further develop expertise as leaders and managers in their chosen field. The qualification will equip individuals with significant theoretical business skills and knowledge and help them consolidate their careers and build pathways to further education or employment opportunities at a more senior level.

Course Duration: 78 weeks (including breaks)

COURSE OUTLINE:

The course is delivered through face to face (classroom-based), and computer-generated supervised learning with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **BSB60420 Advanced Diploma of Leadership and Management** requires the completion of 10 units (including 5 core units and 5 electives). Please refer to the next page for the core, and elective units chosen.



**COURSE CODE:
BSB60420**

**CRICOS CODE:
107065E**



CODE	UNIT TITLE
CORE UNITS	
BSBCRT611	Apply critical thinking for complex problem solving
BSBLDR601	Lead and manage organisational change
BSBLDR602	Provide leadership across the organisation
BSBOPS601	Develop and implement business plans
BSBSTR601	Manage innovation and continuous improvement
ELECTIVE UNITS	
BSBSUS601	Lead corporate social responsibility
BSBHRM614	Contribute to strategic workforce planning
BSBSTR602	Develop organisational strategies
BSBTWK601	Develop and maintain strategic business networks
BSBHRM612	Contribute to the development of employee and industrial relations strategies

ENTRY REQUIREMENTS:

Please refer to P38 for more information.

OUTCOMES:

Job titles may include:

- **Managing Director**
- **Business Analyst**
- **Senior Executive**

Graduates may wish to continue their education into a range of higher education qualifications in relevant fields.



Graduate Diploma of MANAGEMENT (LEARNING)

The **Graduate Diploma of Management (Learning)** reflects the role of individuals who apply highly specialised knowledge and skills in the field of organisational learning and capability development. Individuals in these roles generate and evaluate complex ideas.

They also initiate, design and execute major learning and development functions within an organisation. Typically, they would have full responsibility and accountability for the personal output and work of others.

This qualification may apply to leaders and managers in an organisation where learning is used to build organisational capability. The job roles that relate to this qualification may also include RTO Manager and RTO Director.

Course Duration: 104 weeks (including breaks)

COURSE CODE:
BSB80120
CRICOS CODE:
116425M



COURSE OUTLINE:

The course is delivered through face to face (classroom-based), and computer-generated supervised learning with 20 scheduled course contact hours each week. The course is planned to provide a mixture of practical and theoretical components, and includes unit related research, skills development, and assessment projects.

Assessment will be conducted individually. Students will receive full description, instructions and resources for each unit of competency. Assessment methods used for this qualification includes written questions, projects, case studies, role plays, research and reports.

The **BSB80120 Graduate Diploma of Management (Learning)** requires completion of 8 units (including 3 core units and 5 electives). Core, and elective units chosen, are as follows:

CODE	UNIT TITLE
CORE UNITS	
BSBLDR811	Lead strategic transformation
TAELED803	Implement improved learning practice
BSBHRM613	Contribute to the development of learning and development strategies
ELECTIVE UNITS	
BSBLDR812	Develop and cultivate collaborative partnerships and relationships
BSBHRM611	Contribute to organisational performance development
BSBINS603	Initiate and lead applied research
BSBFIN801	Lead financial strategy development
BSBSTR801	Lead innovative thinking and practice

ENTRY REQUIREMENTS:

Please refer to P38 for more information.



Australian Qualifications Framework

OUTCOMES:

The job roles that relate to this qualification may include:

- **Career Development Manager (Education Sector)**
- **RTO Education Advisor**
- **RTO Manager**

Further study pathways available to students who undertake this qualification include:

- **Higher Education**

PACKAGED PROGRAMS



Do you want to develop your professional career in Australia? We have the best solution tailored for you:

ELICOS GENERAL ENGLISH + VET COURSES PACKAGE

HEALTH AND COMMUNITY



PACKAGE 1

- Certificate III in Individual Support
- Certificate IV in Ageing Support



PACKAGE 2

- Certificate III in Individual Support
- Diploma of Community Services



PACKAGE 3

- Certificate IV in Ageing Support
- Diploma of Community Services



PACKAGE 4

- Certificate III in Individual Support
- Certificate IV in Ageing Support
- Diploma of Community Services

**Ask our Admissions Team
for more details.**

LEADERSHIP AND MANAGEMENT



PACKAGE A

- Diploma of Leadership and Management
- Advanced Diploma of Leadership and Management

MARKETING AND COMMUNICATION



PACKAGE B

- Certificate IV in Marketing and Communication
- Diploma of Marketing and Communication



PACKAGE C* *Please refer to P38 for Entry Requirements.

- Diploma of Marketing and Communication
- Advanced Diploma of Marketing and Communication



PACKAGE D

- Certificate IV in Marketing and Communication
- Diploma of Marketing and Communication
- Advanced Diploma of Marketing and Communication

PATHWAY PROVIDERS

Please contact our Admissions Team for more information.

HIGHER EDUCATION:

- The Hotel School (Southern Cross University)



TAFE:

- Sunraysia Institute of TAFE



RTO:

Ruby Institute collaborates with a network of accredited Registered Training Organisations (RTOs), offering a wide range of pathway courses to support your educational journey. For further information, please contact us directly.

AGED CARE AND CHILD CARE

AUTOMOTIVE AND ENGINEERING

HORTICULTURE AND AGRICULTURE

HOSPITALITY AND HOTEL MANAGEMENT

I.T., FINANCE AND ACCOUNTING

INTAKE CALENDAR

GENERAL ENGLISH:

Weekly Intake

Commencing on Monday *except Public Holidays*.

VET COURSES:

Monthly Intake

Main intake in **February***, **April**, **July** and **October**.

JAN	FEB	MAR	APR
	MAIN INTAKE (Term 1)	Minor Intake	MAIN INTAKE (Term 2)
MAY	JUN	JUL	AUG
Minor Intake	Minor Intake	MAIN INTAKE (Term 3)	Minor Intake
SEP	OCT	NOV	DEC
Minor Intake	MAIN INTAKE (Term 4)	Minor Intake	Minor Intake

* Depending on the calendar year, the first intake of the year may fall on the last week of January.

- Minor intake months are subject to change, please contact the Admissions Team for your enquiry.

- Study breaks are allocated between each term.

COURSE FEES



GENERAL ENGLISH:

Application Fee: \$250

Course title	Material fee	Tuition fee
General English	\$100/level	\$280/week

VET COURSES:

Application Fee: \$250

Course title	Material fee	Tuition fee	Course fee
Certificate III in Individual Support	\$1,000	\$12,000	\$13,000
Certificate IV in Ageing Support	\$1,500	\$18,000	\$19,500
Diploma of Community Services	\$2,000	\$24,000	\$26,000
Certificate IV in Marketing and Communication	\$400	\$12,000	\$12,400
Diploma of Marketing and Communication	\$400	\$12,000	\$12,400
Advanced Diploma of Marketing and Communication	\$600	\$18,000	\$18,600
Diploma of Leadership and Management	\$400	\$12,000	\$12,400
Advanced Diploma of Leadership and Management	\$600	\$18,000	\$18,600
Graduate Diploma of Management (Learning)*	\$2,000	\$24,000	\$26,000

ENTRY REQUIREMENTS (VET COURSES)

REQUIREMENTS:

The courses are available to international students who are able to provide evidence that they:

** For Certificate IV in Marketing and Communication, applicants will be required to provide evidence of completion of **Year 11** minimum. All other courses will require evidence of completion of **Year 12** minimum.

*English Language Evidence Exemptions:

- Be a citizen and hold a passport from the UK, the USA, Canada, New Zealand or the Republic of Ireland; or
- Be an applicant who is foreign Affairs or Defence sponsored student or a Secondary Exchange student (AASES); or
- Have completed at least 5 years study in English in one or more of following countries: Australia, the UK, the USA, Canada, New Zealand, South Africa, or Republic of Ireland; or
- In the 2 years before applying, completed in Australia and in the English language either the Senior Secondary Certificate of Education or a substantial component of a course leading to a qualification from the Australian Qualification Framework at the Certificate IV or higher level, while you held a student visa.

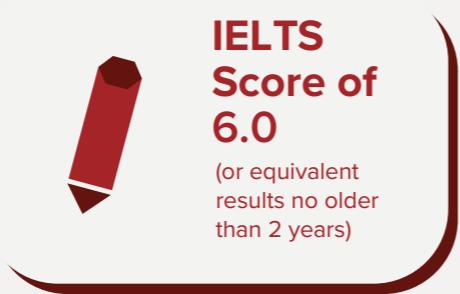
OR

The applicant must:

- Have successfully passed the Ruby Institute English Placement test, or
- Have successfully completed General English at Advanced level, or
- Have successfully completed their year 12 or equivalent in the English language.



Australian Student Visa
(Subclass 500)



IELTS Score of 6.0
(or equivalent results no older than 2 years)



Over the Age of 18



Year 11/ 12* or Equivalent

Additional requirements for the BSB50620 Diploma of Marketing and Communication:

Have completed **BSB42415 Certificate IV in Marketing and Communication**.

OR

Have completed the following units (or equivalent competencies): **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**; and **BSBWRT411 Write complex documents**. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

OR

Have two years equivalent full-time relevant work experience.

Additional requirements for the BSB60520 Advanced Diploma of Marketing and Communication:

Have completed **BSB52415 Diploma of Marketing and Communication**.

OR

Have completed the following units (or equivalent competencies): **BSBMKG541 Identify and evaluate marketing opportunities**; **BSBMKG542 Establish and monitor the marketing mix**; **BSBMKG552 Design and develop marketing communication plans**; **BSBMKG555 Write persuasive copy**; and **BSBPMG430 Undertake project work**. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

OR

Have four years equivalent full-time relevant work experience.

Additional requirements for the BSB60420 Advanced Diploma of Leader and Management:

Have completed a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions).

OR

Have two years equivalent full-time relevant workplace experience in an operational or leadership role in an enterprise.

Additional requirements for the BSB80120 Graduate Diploma of Management (Learning):

Have successfully completed Advanced Diploma or Equivalent or Higher Qualification.

Applicants must also:



Complete a Language, Literacy and Numeracy (LLN) assessment prior to course commencement.



Have their own computer or tablet.



Attain an Overseas Student Health Cover as part of their visa requirements.

Students who do not meet the entry requirements will not be accepted into the program.

Note: Students who cannot provide evidence of English Language proficiency may be issued with a conditional Letter of Offer based on their successfully completing the required English language course.

HOW TO APPLY

STEP 1



Decide on the course or courses to apply for.

STEP 2



Confirm the preferred intake date.

STEP 3



Prepare documents as per the checklist on the right.

STEP 4



Submit the documents to the Admissions Team via email.

CHECKLIST

- Passport**
- Application Form**
- Visa**
(For onshore applicants.)
- Qualification (for VET)**
- Evidence of English Proficiency Level (for VET)**

CONTACT

Admissions Team Email:
admissions@ruby.vic.edu.au

RECOGNITION OF PRIOR LEARNING & CREDIT TRANSFER



RECOGNITION OF PRIOR LEARNING:

Recognition of Prior Learning (RPL) is a process whereby skills and knowledge gained through work, life experience, or previous training can be formally recognised.

Students should ideally apply for RPL at the time of enrolment or, at the latest, up to 2 weeks into the relevant course.

During the entry process stage, Ruby Institute will discuss the process and options for RPL with the student. Suitability is often determined with the amount of experience in a certain area, work history and previous training. If RPL is determined as a possibility, students will be provided with a kit that will guide them in working through each unit to determine relevant skills and experience and identify whether they would be able to provide the required evidence.

A trainer/assessor will be available to assist the student throughout this process.

Please refer to the Student Handbook or contact our Admissions Team for more information on RPL.

CREDIT TRANSFER:

Ruby Institute can grant credit towards a course for units of competency already completed with the Institute, with another RTO, or with another authorised issuing organisation. The Institute can also grant credit for subjects or units completed where equivalence can be established between the unit of course and the completed unit or subject. For more information please refer to the Student Handbook.

Applying for Credit is free of charge. To apply, the candidate must complete the Credit Application Form and submit it as part of the enrolment process.

The Credit Application form can be downloaded from www.ruby.vic.edu.au

RUBY TIPS... (THE SUCCESSFUL STUDENT RECIPE)

80%

Maintain 80% attendance minimum.



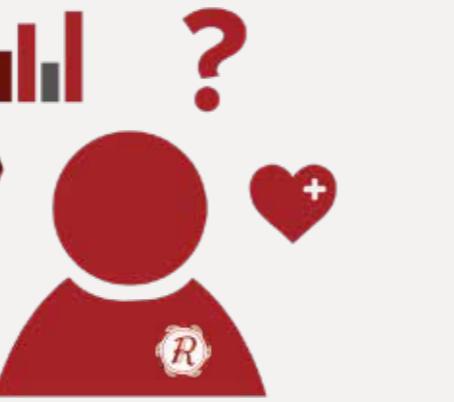
Ruby offers English support to all vocational students. Speak to our friendly Ruby staff for more information.



Pathway for further studies.



Use your own laptop or tablet to access resources via our online learning platform - aNewSpring.



Should you have any questions, approach one of our friendly staff. Ruby Team is here to support you.



Stay connected through our social media for general updates and Ruby activities. Find us on Facebook, Instagram, Blogs, YouTube, LinkedIn.





Ruby Institute

RTO No. 45148 CRICOS Code: 03723G

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