

Ironwood's Pathway

to Australian Universities

2022  
aim HIGHER<sup>2</sup>



**ironwood**  
INSTITUTE

RTO 40287 | CRICOS 03039E

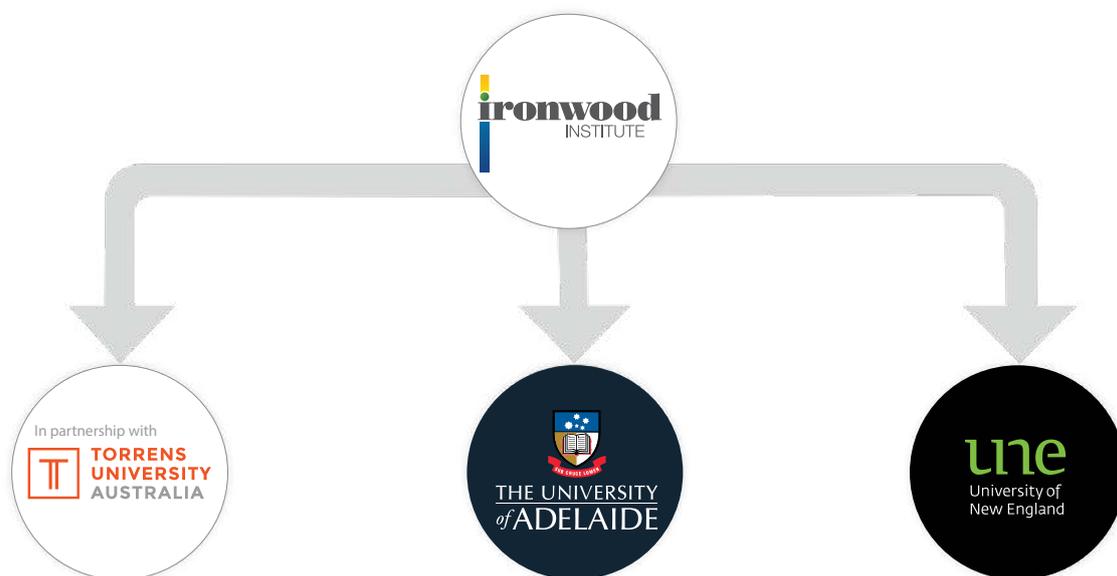
[ironwood.edu.au](http://ironwood.edu.au)



**ADELAIDE**  
SOUTH AUSTRALIA

## Ironwood Institute, your secured pathway to Australian Universities

If your goal is to gain an Australian University degree, studying at Ironwood is an affordable and accessible way to achieve it. Ironwood has official arrangements with some of Australia's most prestigious universities.



## Benefits of packaged courses



### Single visa

You can apply for packaged offer letters, CoEs and a single student visa from overseas for the entire duration of both programs.



### Post-Study Work Rights

You are eligible for all standard benefits of a university graduate, including post-study work rights in Australia.



### Vocational and University skillset

You benefit from Ironwood's vocational experience and the University's higher education learning, combining applied and theoretical knowledge with practical skills.



### Better prepared for the higher education environment

Heading into an Australian university straight from overseas can be challenging. Ironwood provides smaller class sizes and individual academic support to build foundation for your university degree.



### Pathways don't necessarily mean taking the 'long' way

Ironwood pathways will allow you to complete your degree in a similar time frame as you would do by directly studying the entire program with the University.



### Two qualifications

You graduate with two qualifications.



### Affordable fees

With Ironwood and university partners offering a variety of scholarships, you can achieve your degree dream at an affordable fee



Ironwood's AMP80215 Graduate Diploma of Agribusiness offers pathways to six master degrees.

## Relevant Fields of Study – Bachelor Degree

Marketing	Business	Accounting	Project Management	IT	Engineering	Environment	Food Sciences	Agriculture
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AMP80215 Graduate Diploma of Agribusiness (CRICOS 090828K)  
Entry requirements: Bachelor degree / IELTS 6.0 overall - 12 months / 8 subjects - Campus: **Adelaide**

1<sup>st</sup>  
Year



Master of Global Food and Agricultural Business (CRICOS 068572B)  
Entry requirements: IELTS 6.5 - 12 months / 8 subjects - Campus: **Adelaide**

2<sup>nd</sup>  
Year

or



Master of Business Administration (International) (CRICOS 100352)  
12 months / 8 subjects - Campus: **Adelaide**, Sydney & Armidale

2<sup>nd</sup>  
Year

or



Master of Science in Agriculture (CRICOS 000450G)  
12 months / 8 subjects - Campus: Armidale

2<sup>nd</sup>  
Year

or



Master of Environmental Science and Management (CRICOS 000446C)  
12 months / 8 subjects - Campus: Armidale

2<sup>nd</sup>  
Year

or



Master of Economic and Regional Development (CRICOS 074877A)  
12 months / 8 subjects - Campus: Armidale

2<sup>nd</sup>  
Year

or



Master of Business Administration (Advanced) (CRICOS 088149G)  
12 months / 8 subjects

2<sup>nd</sup>  
Year

Torrens University has campuses in Adelaide, Melbourne, Sydney and Brisbane.  
Students are advised to seek confirmation with Universities for course details.  
For information on the full range of pathways please visit our website at: [www.ironwood.edu.au/university-pathways/](http://www.ironwood.edu.au/university-pathways/)

# Pathway to Bachelors

Ironwood's 10904NAT Diploma of Social Media Marketing offers pathways to five bachelor degrees at Torrens University Australia:



**10904NAT Diploma of Social Media Marketing** (CRICOS 105378D)  
Entry requirements: Year 12 or equivalent / IELTS 5.5 overall - 12 months / 8 subjects - Campus: **Adelaide**

1<sup>st</sup>  
Year



**Bachelor of Business** (CRICOS 090275E)  
Entry requirements: IELTS 6.0 - 24 months / 16 subjects

2<sup>nd</sup> / 3<sup>rd</sup>  
Year

or



**Bachelor of Business (Sports Management)** (CRICOS 090265G)  
Entry requirements: IELTS 6.0 - 24 months / 16 subjects

2<sup>nd</sup> / 3<sup>rd</sup>  
Year

or



**Bachelor of Business (Marketing)** (CRICOS 090279A)  
Entry requirements: IELTS 6.0 - 24 months / 16 subjects

2<sup>nd</sup> / 3<sup>rd</sup>  
Year

or



**Bachelor of Business (Event Management)** (CRICOS 090278B)  
Entry requirements: IELTS 6.0 - 24 months / 16 subjects

2<sup>nd</sup> / 3<sup>rd</sup>  
Year

or



**Bachelor of Business (Entrepreneurship)** (CRICOS 095229D)  
Entry requirements: IELTS 6.0 - 24 months / 16 subjects

2<sup>nd</sup> / 3<sup>rd</sup>  
Year

Torrens University has campuses in Adelaide, Melbourne, Sydney and Brisbane.  
Students are advised to seek confirmation with Torrens university for course details.  
For information on the full range of bachelors' pathways please visit our website at: [www.ironwood.edu.au/torrens-university](http://www.ironwood.edu.au/torrens-university)



# Why Adelaide

## Affordable

Adelaide is the second most affordable capital city in Australia.

## Vibrant City

Studying in South Australia doesn't just give you a world-class education, but invaluable life experiences too. Adelaide is alive and vibrant with hills and beaches.

## Work Opportunities

From part-time work and volunteer opportunities while you study, to defining a fast and clear career path after graduation.

## Quality Education and Global Recognition

Australian qualifications are recognised and respected globally. Studying in Adelaide creates the opportunity to pursue your dreams, anywhere in the world.

## What is Agribusiness?

Agribusiness is all business activities that are related to agrifood goods and services.

**Career opportunities exist in the following sectors:**

- Farm Management
- Agronomy
- Ag Tech
- Seeds
- Fertilizers
- Pesticides
- Farm Machinery
- Food Processing
- Food Supply Chain
- Logistics
- Import/Export
- Agri Finance & Banking
- Agri Marketing
- Public Policy
- Human Resources
- Risk Management
- Information Management
- Quality Assurance
- Research and Development

## Why study Agribusiness

South Australia is known globally for its premium food and wine, produced sustainably in a clean and safe environment. Studying agribusiness in such an environment will equip you with the world best industry skills, knowledge and practice.

### Premium Food & Wine

#### Capital of Australia

With a pristine environment, enviable food safety standards, and responsibly managed natural resources, Adelaide, South Australia is in a perfect position to take advantage of global opportunities in agribusiness.

### Global Growth

Agribusiness is worth AUD\$270 billion to the Australian economy and is growing at around 2.1% per annum. According to the World Economic Forum, by 2050 global food demand will be 60% greater than it is today. This is being driven by population growth, rapid urbanisation, changes to consumption habits and resource scarcity.

### Global Companies

Global Agribusiness companies located in Adelaide, SA include: Penfolds Wines; Viterra Australia; Sundrop Farms; Thomas Foods International and San Remo.

#### Adelaide Hills

Apples, pears, cherries and strawberries

#### Riverland

Citrus, stone fruit and almonds

#### Adelaide Plains

Greenhouses and protected cropping

#### Wine Regions

Barossa Valley, McLaren Vale, the Coonawarra and Clare Valley

## Qualification Description

This qualification provides a general vocational outcome in agribusiness. It reflects the role of individuals who apply substantial specialised knowledge and skills to the senior managerial and leadership role in an organisation or business area. In these roles they are required to generate and evaluate complex ideas, and to initiate, design and execute the major planning, research, design, operational, compliance and management functions within highly varied or specialised agribusiness contexts. Typically, they would have full responsibility and accountability for the personal output and work of others.

No occupational licensing, legislative or certification requirements apply to this qualification at the time of publication.

## Units of Competency (Units)

Total Units = 8 Core units = 0 Elective units = 8

1. AMPMGT801 Manage financial performance (Elective)
2. MSS407014 Prepare for and implement change (Elective)
3. AMPMGT804 Develop and enhance collaborative partnerships and relationships (Elective)
4. BSBINS603 Initiate and lead applied research (Elective)
5. AMPMGT809 Analyse data for business decision making (Elective)
6. AMPMGT802 Provide strategic leadership (Elective)
7. BSBSTR801 Lead innovative thinking and practice (Elective)
8. BSBLDR811 Lead strategic transformation (Elective)

For further details about each unit of competency please refer to:  
<https://training.gov.au/Training/Details/AMP80215>

## Intake dates – 2022

27 Jun, 01 Aug, 19 Sep, 24 Oct

## Masters Degrees Intakes – 2023

- » University of Adelaide:  
February, May and September 2023
- » University of New England:  
March, June and October 2023
- » Torrens University:  
February, June and September 2023

Please note that these intake dates may vary and are subject to changes by the universities.

## Duration

The course is delivered in 52 weeks (one year).

Full time study for 40 weeks and a break period of 12 weeks between 4 study terms. Each study term is approximately 10 weeks long.

The scheduled contact study per week is 20 hours.

The classes are scheduled per study week for two full days (09 am to 05 pm) and a third half day (either 09 am to 01 pm or 01 pm to 5 pm as scheduled). There is also an additional 15 hours of self-study per study week for students.

Class times and days are subject to change after providing 2 weeks' notice to the students.

## Entry Requirements

- » **Age:** applicants must be 18 years or older at the time of course commencement.
- » **Academic:** Higher education qualification (e.g. Bachelor Degree), with relevant vocational experience in an agrifood industry
- » **English proficiency:** overseas applicants are required to demonstrate English language proficiency:
  - » Overall English language tests results: IELTS 6.0, with no band less than 5.5, or equivalent on PTE, CAE or TOEFL iBT.

\*May be subject to the completion of Ironwood's internal English test

**Pre-requisites** Nil

## Fees

For detailed fee and refund information, please check out this link: [ironwood.edu.au](http://ironwood.edu.au)

## Course Type:

Training package qualification

## Mode of Delivery

Face to face

## Location of Delivery

Ironwood Institute: Level 3, 112-118 Rundle Mall, Adelaide, South Australia 5000.

## Assessment Methods

Assessment methods may include but are not limited to: role plays, observation/ demonstration of practical skills, case studies, written reports, presentations, written/oral tests, question and answer, work samples, projects, third party reports.

## Qualification

On successful completion of this course you are awarded an AMP80215 Graduate Diploma of Agribusiness certificate. Students who successfully complete only one or more units of competency within this Qualification will receive a Statement of Attainment. (By enrolling in this course, Ironwood Institute does not guarantee a learner will successfully complete and receive the qualification).

## Employment Opportunities

Job roles and titles vary across different industry sectors.

- » General manager/Chief executive officer
- » Senior manager
- » Export/marketing manager
- » Research and development manager
- » Processing systems plant manager
- » Compliance and systems manager

(Ironwood Institute does not guarantee an employment outcome, licence, or accreditation at the completion of this qualification).



## “ Harikrishna, India

*Ironwood & University of Adelaide Pathway Student*

The scholarship through Ironwood enabled me to take up the pathway to the University of Adelaide. By undertaking my first year at Ironwood, my transition to the second year of my Master's degree at the University of Adelaide was smoother, as I was well prepared for the academic requirements.



## “ Pushpa, Nepal

*Ironwood & University of New England Pathway Student*

I graduated with a Bachelor of Science (Microbiology) from Nepal and studied the Graduate Diploma of Agribusiness with Ironwood for 12 months before beginning my Master of Science in Agriculture at the University of New England in 2021. I found my studies at Ironwood and UNE to be both engaging and student-focused. They supported me academically and professionally on my student journey and I am now working with a major agri-food industry employer.



## “ Jessica, Colombia

*Ironwood & Torrens University Australia Pathway Student*

My Graduate Diploma of Agribusiness at Ironwood played a primary role in solidifying my leadership and communication skills, as well as my strategic thinking. This course equipped me with the knowledge I needed to find a job in the Geochemistry industry. Additionally, I was looking for a package program that would allow me to complete a master's degree. With the university pathways that Ironwood offers, I have concluded my Master of Business Administration at Torrens University.



## “ Soburu, Ghana

*Ironwood & University of New England Pathway Student*

I have studied my Bachelor in Agricultural Economics in Ghana and Master in Agriculture and Rural Development in the Netherlands. I always had a dream to study Master of Agriculture Science at a reputed Australian university, but it was unaffordable until I discovered the unique pathway of the Graduate Diploma of Agribusiness at Ironwood that leads to the second year of Masters of Science in Agriculture at the University of New England (UNE).

Because UNE recognised Ironwood's Graduate Diploma as a full year of credit, I could enter straight into the second year of the Master's Degree. This means I'll still complete my Master's degree in two years, but I've saved a lot of money on my fees. In addition, I'll gain two Australian qualifications, a mix of agribusiness and agriscience, that will make me highly employable in the global agri-food job market.



## “ Binauti, India

*Ironwood & University of Adelaide Pathway Student*

With my Botany background, the Graduate Diploma at Ironwood helped me to learn important concepts related to leadership, innovation, finance, and agri-business skills and gave me a solid base to succeed in my Masters of Global Food and Agricultural Business. My time at Ironwood Institute and the University of Adelaide has been a truly international experience.



## Why study Social Media Marketing

- » Become a specialist in marketing.
- » Accelerate your career.
- » Expand your network with like-minded social media marketers.
- » Immediately apply your social media marketing skills to your chosen business.
- » Written by social media experts, the highly practical and hands-on course offers an end-to-end social media education.
- » Gain the market-leading formal qualification.

## What is Social Media Marketing

Social media has continued to revolutionise the marketing landscape over the past decade and is now an essential component to all organisations. It has changed the way people create, consume, and share information. When used effectively, social media can build brand awareness, improve brand loyalty, boost search engine rankings, increase web traffic, convert more customers, and lower marketing costs.



## Qualification Description

Social media has continued to revolutionise the marketing landscape over the past decade and is now an essential component for all organisations. The world's first and only formal qualification in social media marketing, 10904NAT Diploma of Social Media Marketing is the qualification you need to accelerate your career by immediately applying your social media marketing skills to your chosen business or organisation

No occupational licensing, legislative or certification requirements apply to this qualification at the time of publication.

### Units of Competency (Units)

Total Units = 9 Core units = 6 Elective units = 3

1. NAT10904001 Plan, implement and manage content marketing (Core)
2. SIRXMKT006 Develop a social media strategy (Core)
3. NAT10904002 Plan, conduct and optimise organic social media marketing (Core)
4. NAT10904003 Plan, manage and optimise paid social media advertising (Core)
5. NAT10904004 Establish, build and leverage a personal brand on social media (Core)
6. NAT10904005 Plan, implement and manage social media conversion strategies (Core)
7. BSBMKG541 Identify and evaluate marketing opportunities (Elective)
8. BSBMKG552 Design and develop marketing communication plans (Elective)
9. BSBPMG430 Undertake project work (Elective)

For further details about each unit of competency please refer to <https://training.gov.au/Training/Details/10904NAT>

### Intake dates – 2022

6 Jul, 17 Aug, 14 Sep, 12 Oct

### Duration

The course will be delivered in 52 weeks (one year). Full-time study for 42 weeks and a break period of 10 weeks between 4 study terms. Each study term is approx. 10 weeks long. The scheduled contact study per week is 20 hours. The classes are scheduled per study week for two full days (9 am to 5 pm) and the third half-day (either 9 am to 1 pm or 1 pm to 5 pm). There are also additional 10 hours of self-study scheduled per study week for students.

Class times and days are subject to change after providing 2 weeks' notice to the students.



Ironwood's Diploma of Social Media Marketing students also receive:

- FREE access to the AMI SME Marketing Hub for one year.
- FREE AMI Affiliate Membership for one year giving them access to the AMI Community.
- Access to new content, resources, and virtual events from AMI on a regular basis.

### Location of Delivery

Ironwood Institute is located at Level 3, 112-118 Rundle Mall, Adelaide, SA 5000. The campus is in the heart of Adelaide City Centre, which offers an excellent blend of history, culture, modern lifestyle, and congenial learning environment. The site is well connected by public transport (bus, tram, and train).

## Entry Requirements

- » **Age:** applicants must be 18 years or older at the time of course commencement.
- » **Academic:** applicants must have completed Australian year 12 or equivalent overseas qualifications
- » **English proficiency:** overseas applicants are required to demonstrate English language proficiency by one of the following options:
  - » Overall English language tests results: IELTS 5.5, with no band less than 5.0, or equivalent on PTE, CAE or TOEFL iBT.

## Pre-requisites

Nil

## Fees

For detailed fee and refund information, please see our website [www.ironwood.edu.au](http://www.ironwood.edu.au)

## Course Type:

Accredited Course

## Mode of Delivery

Face to Face training

## Qualification

On successful completion of this course, you will be awarded the 10904NAT Diploma of Social Media Marketing. Students who successfully complete only one or more units of competency within this Qualification will receive a Statement of Attainment.

(By enrolling in this course, Ironwood Institute does not guarantee a learner will successfully complete and receive the qualification).

## Qualification Pathways

BSB60520 Advanced Diploma of Marketing and Communication\* or other Advanced Diploma qualification and Bachelor of Business (Marketing), Bachelor of Marketing and Communication or Bachelor of Commerce (Marketing).

Ironwood Institute does not guarantee an automatic pathway to a university degree and advises students to seek confirmation with the university.

\* BSBMKG542 Establish and monitor the marketing mix and BSBMKG555 Write persuasive copy to be completed in addition to the three electives within the Diploma of Social Media Marketing as taught by Ironwood Institute to meet the pre-requisites.

## Assessment Methods

Assessment methods include but are not limited to: Question and Answer; Case study; Work Sample; Projects; and Knowledge Tests.

## Employment Opportunities

This Diploma of Social Media Marketing provides graduates with social media marketing knowledge and skills required to perform the following roles:

- » Marketing Director/Manager
- » Social Media Manager
- » Marketing Manager
- » Brand Manager
- » Social Media Strategist
- » Content Marketing Strategist
- » Digital/Social Media Coordinator
- » Digital Marketing Assistant

(Ironwood Institute does not guarantee an employment outcome, licence, or accreditation at the completion of this qualification).



## Honey Van, Philippines

*"It was my immense luck and fortune to be a part of Ironwood Institute where I can grow, not only as a Marketing student but also a resilient individual. The entire campus leaves no stone unturned to shape one's future. My two years at Ironwood have been a wonderful experience of learning with prolific exposure to the outside. Huge respect, love and devotion for the entire Ironwood team. It's their efforts that made me count myself into a better professional today."*

# Ironwood Institute Qualifications

## Agribusiness

» AMP80215 Graduate Diploma of Agribusiness

## Horticulture

- » AHC30716 Certificate III in Horticulture
- » AHC31120 Certificate III in Nursery Operations
- » AHC50416 Diploma of Horticulture

## Leadership & Management

- » BSB50420 Diploma of Leadership and Management
- » BSB60420 Advanced Diploma of Leadership & Management

## Marketing & Communication

- » 10904NAT Diploma of Social Media Marketing
- » BSB60520 Advanced Diploma of Marketing & Communication

## Why Ironwood Institute

Australian national accredited qualifications

Strong student support

Great training facilities

Pathways to Universities

Industry trained academic staff

Individual learning approach

## Why Adelaide

Affordable cost of living

Cultural hub of Australia

Capital city with a friendly heart

Mild climate

Public transport discounts

City with hills, beaches & wineries

## How to apply

You can apply online or download the application form in pdf at [www.ironwood.edu.au/apply](http://www.ironwood.edu.au/apply)

or contact us on +61 8 8227 0300 | E-mail: [admissions@ironwood.edu.au](mailto:admissions@ironwood.edu.au)



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