



Advanced Diploma of Marketing and Communication

BSB61315

Course Overview:

This course provides students the skills to build up and develop company brand and customer loyalty, as well as execute marketing campaigns. Students will have a broad base of marketing knowledge and skills suitable both for junior level employment in marketing roles and those students who want to further study in this area.

Key Features:

Qualification: Advanced Diploma of Marketing and Communication

Course Code: BSB61315

Duration: 80 Weeks

Study Hours: 14 hours per week with 11 hours distance/online/external study

Delivery Mode: Face to face study

Location: On campus

Qualification Level: Advanced Diploma

Nationally recognised:

Entry Requirements

- Entry to this qualification is limited to those individuals who have either:
 - a. Completed BSB52415 Diploma of Marketing and Communication or other relevant qualification/s; OR
 - b. Have extensive vocational experience in marketing roles where they may have had some limited responsibility for the output of others, and without a formal marketing qualification.
- All students must be of the age of 18 years or over at the time of application.
- In addition, international students need to have IELTS score of 5.5 with no band less than 5.0, or equivalent test in line with DIBP regulations.



Program Outline:

Participants need to complete 12 units of competency, including 3 core units plus 9 elective units.

Core unit

- BSBADV602 Develop an advertising campaign
- BSBMGT616 Develop and implement strategic plans
- BSBMKG609 Develop a marketing plan

Elective Units

- BSBMGT605 Provide leadership across the organisation
- BSBMGT617 Develop and implement a business plan
- BSBMKG603 Manage the marketing process
- BSBMKG607 Manage market research
- BSBMKG608 Develop organisational marketing objectives
- BSBRSK501 Manage risk
- BSBFIM601 Manage finances
- BSBSUS501 Develop workplace policy and procedures for sustainability
- BSBINN601 Lead and manage organisational change

Employment Pathway

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Marketing director
- Marketing strategist
- National, regional or global marketing manager, or
- Any position that is accountable for group outcomes and for the overall performance of the marketing function of an organisation.