

QUALIFICATION OUTLINE

BSB52415 Diploma of Marketing and Communication

At the completion of this qualification, the individual will have a range of managerial skills to effectively communicate and demonstrate their knowledge base of marketing techniques and concepts. Typically they would be responsible for the work of others or leading a team.

12 units

- ▶ 3 Core
- ▶ 9 Electives

NOTE: Entry to this qualification is limited to those individuals who have completed all core units in the Certificate IV in Marketing and Communication (BSB42415)

Core Units (All compulsory)

BSBMKG507	<input type="checkbox"/> Interpret market trends and developments
BSBMKG523	<input type="checkbox"/> Design and develop an integrated marketing communication plan
BSBPMG522	<input type="checkbox"/> Undertake project work

Elective Units (must complete all units listed below)

BSBADV503	<input type="checkbox"/> Coordinate advertising research
BSBADV507	<input type="checkbox"/> Develop a media plan
BSBADV509	<input type="checkbox"/> Create mass print media advertisements
BSBCRT501	<input type="checkbox"/> Originate and develop concepts
BSBFIM501	<input type="checkbox"/> Manage budgets and financial plans
BSBMKG501	<input type="checkbox"/> Identify and evaluate marketing opportunities
BSBPUB503	<input type="checkbox"/> Manage fundraising and sponsorship activities
BSBWRT501	<input type="checkbox"/> Write persuasive copy
BSBADM502	<input type="checkbox"/> Manage meetings