



Australian Government

BSB60520 Advanced Diploma of Marketing and Communication

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Qualification Description

This qualification reflects the role of individuals who provide leadership and support strategic direction in the marketing and communications activities of an organisation. Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Licensing/Regulatory Information

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

Entry Requirements

Entry to this qualification is limited to those who:

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.

Packaging Rules

Total number of units = 12

4 core units plus

8 elective units, of which:

- 2 elective units must be selected from Group A
- 3 elective units must be selected from Group B

- for the remaining 3 elective units:
 - up to 3 units may be selected from Groups A and B
 - if not listed, up to 3 units may be selected from a Diploma or above from this or any other currently endorsed Training Package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

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

Group A – Marketing

BSBMKG624 Manage market research

BSBMKG625 Implement and manage international marketing programs
BSBMKG626 Develop advertising campaigns
BSBMKG627 Execute advertising campaigns
BSBMKG628 Lead organisational public relations

Group B – Transferable Skills

BSBCRT512 Originate and develop concepts
BSBCRT611 Apply critical thinking for complex problem solving
BSBFIN501 Manage budgets and financial plans
BSBLDR601 Lead and manage organisational change
BSBOPS601 Develop and implement business plans
BSBSTR601 Manage innovation and continuous improvement
BSBTEC601 Review organisational digital strategy

Qualification Mapping Information

No equivalent qualification. Supersedes but is not equivalent to BSB61315 Advanced Diploma of Marketing and Communication.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

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