

Qualification details



BSB51215 - Diploma of Marketing

Summary

Releases:	Release	Status	Release date
	1	Current	2015/03/25

Usage recommendation: **Superseded**

Mapping:	Mapping	Notes	Date
	Is superseded by BSB52415 - Diploma of Marketing and Communication	Qualifications merged to better fit industry practices	2016/01/14
	Supersedes and is equivalent to BSB51207 - Diploma of Marketing	Updated to meet Standards for Training Packages	2015/03/25

Training packages that include this qualification

Code	Title	Release
BSB	Business Services Training Package	1.0 - 1.2

Units of competency

Code	Title	Essential
BSBADV507	Develop a media plan	Elective
BSBFIA501	Report on finances related to international business	Elective
BSBFIM501	Manage budgets and financial plans	Elective
BSBMKG409	Design direct response offers	Elective
BSBMKG501	Identify and evaluate marketing opportunities	Elective
BSBMKG502	Establish and adjust the marketing mix	Elective
BSBMKG506	Plan market research	Elective
BSBMKG507	Interpret market trends and developments	Elective
BSBMKG508	Plan direct marketing activities	Elective
BSBMKG509	Implement and monitor direct marketing activities	Elective
BSBMKG510	Plan e-marketing communications	Elective
BSBMKG511	Analyse data from international markets	Elective
BSBMKG512	Forecast international market and business needs	Elective
BSBMKG513	Promote products and services to international markets	Elective
BSBMKG514	Implement and monitor marketing activities	Elective
BSBMKG515	Conduct a marketing audit	Elective
BSBMKG516	Profile international markets	Elective
BSBMKG517	Analyse consumer behaviour for specific international markets	Elective
BSBMKG518	Plan and implement services marketing	Elective
BSBMKG519	Plan and implement business-to-business marketing	Elective
BSBMKG520	Manage compliance within the marketing legislative framework	Elective
BSBMKG521	Plan and implement sponsorship and event marketing	Elective

Code	Title	Essential
BSBMKG522	Plan measurement of marketing effectiveness	Elective
BSBMKG523	Design and develop an integrated marketing communication plan	Elective
BSBPUB501	Manage the public relations publication process	Elective
BSBPUB502	Develop and manage complex public relations campaigns	Elective
BSBPUB503	Manage fundraising and sponsorship activities	Elective
BSBPUB504	Develop and implement crisis management plans	Elective
BSBREL501	Build international client relationships	Elective
BSBREL502	Build international business networks	Elective
BSBSLS501	Develop a sales plan	Elective
BSBSLS502	Lead and manage a sales team	Elective
BSBSUS501	Develop workplace policy and procedures for sustainability	Elective
BSBWRT501	Write persuasive copy	Elective

Classifications

Scheme	Code	Name
ANZSCO Identifier	225113	Marketing Specialist
ASCED Qualification/Course Field of Education Identifier	0805	Sales And Marketing
Qualification/Course Level of Education Identifier	421	Diploma
Taxonomy - Industry Sector	N/A	Education Administration, Retail Management, Advertising and Marketing
Taxonomy - Occupation	N/A	International Marketing Manager (Education), Public Relations Manager, Marketing Manager, Campaign Manager, Marketing Coordinator, International Marketing Coordinator (Education), Sales Manager, Product Manager, Marketing Team Leader

Classifications history

Scheme	Code	Name	Start date	End date
ANZSCO Identifier	225113	Marketing Specialist	2015/07/30	
ASCED Qualification/Course Field of Education Identifier	0805	Sales And Marketing	2015/07/30	
Qualification/Course Level of Education Identifier	421	Diploma	2015/03/25	