

Qualification details



BSB60520 - Advanced Diploma of Marketing and Communication

Summary

Releases:	Release	Status	Release date
	2	Current	2022/01/25
	1	Replaced	2020/10/19

Usage recommendation: **Current**

Mapping:	Mapping	Notes	Date
	Supersedes BSB61315 - Advanced Diploma of Marketing and Communication		2020/10/19

Training packages that include this qualification

Code	Title	Release
BSB	Business Services Training Package	8.0

Units of competency

Code	Title	Essential
BSBCRT512	Originate and develop concepts	Elective
BSBCRT611	Apply critical thinking for complex problem solving	Elective
BSBFIN501	Manage budgets and financial plans	Elective
BSBLDR601	Lead and manage organisational change	Elective
BSBMKG621	Develop organisational marketing strategy	Core
BSBMKG622	Manage organisational marketing processes	Core
BSBMKG623	Develop marketing plans	Core
BSBMKG624	Manage market research	Elective
BSBMKG625	Implement and manage international marketing programs	Elective
BSBMKG626	Develop advertising campaigns	Elective
BSBMKG627	Execute advertising campaigns	Elective
BSBMKG628	Lead organisational public relations	Elective
BSBOPS601	Develop and implement business plans	Elective
BSBSTR601	Manage innovation and continuous improvement	Elective
BSBTEC601	Review organisational digital strategy	Elective
BSBTWK601	Develop and maintain strategic business networks	Core

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	411	Advanced Diploma

Scheme	Code	Name
Taxonomy - Industry Sector	N/A	Advertising and Marketing
Taxonomy - Occupation	N/A	Client Services Executive, Marketing Director, Advertising Account Director, Client Services Director, Marketing Strategist, Advertising Account Planning Manager, Marketing Manager

Classifications history

Scheme	Code	Name	Start date	End date
ANZSCO Identifier	225113	Marketing Specialist	2020/12/17	
ASCED Qualification/Course Field of Education Identifier	0805	Sales And Marketing	2020/12/17	
Qualification/Course Level of Education Identifier	411	Advanced Diploma	2020/10/19	