



Australian Government

BSB50620 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 use a sound theoretical knowledge base in marketing and communication and who demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. Typically, the individuals would have responsibility for the work of other staff and lead teams.

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): BSBCMM411 Make presentations; BSBCRT412 Articulate, present and debate ideas; BSBMKG433 Undertake marketing activities; BSBMKG435 Analyse consumer behaviour; BSBMKG439 Develop and apply knowledge of communications industry; and BSBWRT411 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

or

Have two years equivalent full-time relevant work experience.

Packaging Rules

Total number of units = 12

5 core units plus

7 elective units, of which:

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

- for the remaining 2 elective units:
 - up to 2 units may be selected from Groups A and B
 - if not listed, up to 2 units may be selected from a Certificate IV, Diploma or Advanced Diploma 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

BSBMKG541 Identify and evaluate marketing opportunities

BSBMKG542 Establish and monitor the marketing mix

BSBMKG552 Design and develop marketing communication plans

BSBMKG555 Write persuasive copy

BSBPMG430 Undertake project work

Elective units

Group A – Marketing

BSBMKG543 Plan and interpret market research

BSBMKG544 Plan and monitor direct marketing activities

BSBMKG545 Conduct marketing audits

BSBMKG546 Develop social media engagement plans

BSBMKG547 Develop strategies to monetise digital engagement

BSBMKG548 Forecast international market and business needs

BSBMKG549 Profile and analyse consumer behaviour for international markets

BSBMKG550 Promote products and services to international markets

BSBMKG551 Create multiplatform advertisements for mass media

BSBMKG553 Develop public relations campaigns

BSBMKG554 Plan and develop public relations publications

SIRXMKT006 Develop a social media strategy

SIRXMKT007 Develop a digital marketing plan

SIRXOSM007 Manage risk to organisational reputation in an online setting

Group B – Transferable Skills

BSBCMM511 Communicate with influence

BSBCRT512 Originate and develop concepts

BSBDAT501 Analyse data

BSBFIN501 Manage budgets and financial plans

BSBOPS504 Manage business risk

BSBOPS505 Manage organisational customer service

BSBPEF501 Manage personal and professional development

BSBST501 Establish innovative work environments

BSBTEC404 Use digital technologies to collaborate in a work environment

Qualification Mapping Information

No equivalent qualification. Supersedes but is not equivalent to BSB52415 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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