



**Australian Government**

# **BSB51215 Diploma of Marketing**

**Release 1**

## BSB51215 Diploma of Marketing

### Modification History

Release	Comments
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

### Qualification Description

This qualification reflects the role of individuals working in a variety of marketing roles across different industry sectors who possess a sound theoretical knowledge base and demonstrate a range of managerial skills. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

#### Licensing/Regulatory Information

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

### Entry Requirements

Nil

## Packaging Rules

**Total number of units = 8**

**This qualification has no core units.**

**8 elective units must be selected, of which:**

- 5 elective units must be selected from the Group A elective units below
- at least 2 elective units must be selected from the Group B elective units below
- 1 elective unit may be selected from the remaining Group A or Group B units, from this Training Package, or from any current accredited course or endorsed Training Package at this qualification level or Certificate IV or Advanced Diploma level.

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.

### Elective Units

#### Group A

BSBMKG501 Identify and evaluate marketing opportunities

BSBMKG502 Establish and adjust the marketing mix

BSBMKG506 Plan market research

BSBMKG507 Interpret market trends and developments

BSBMKG514 Implement and monitor marketing activities

BSBMKG515 Conduct a marketing audit

#### Group B

BSBADV507 Develop a media plan

BSBFIA501 Report on finances related to international business

BSBFIM501 Manage budgets and financial plans

BSBMKG409 Design direct response offers

BSBMKG508 Plan direct marketing activities

BSBMKG509 Implement and monitor direct marketing activities

BSBMKG510 Plan e-marketing communications

BSBMKG511 Analyse data from international markets

BSBMKG512 Forecast international market and business needs

BSBMKG513 Promote products and services to international markets

BSBMKG516 Profile international markets

BSBMKG517 Analyse consumer behaviour for specific international markets

BSBMKG518 Plan and implement services marketing

BSBMKG519 Plan and implement business-to-business marketing

BSBMKG520 Manage compliance within the marketing legislative framework

BSBMKG521 Plan and implement sponsorship and event marketing

BSBMKG522 Plan measurement of marketing effectiveness

BSBMKG523 Design and develop an integrated marketing communication plan

BSBPUB501 Manage the public relations publication process

BSBPUB502 Develop and manage complex public relations campaigns

BSBPUB503 Manage fundraising and sponsorship activities

BSBPUB504 Develop and implement crisis management plans

BSBREL501 Build international client relationships

BSBREL502 Build international business networks  
 BSBSLS501 Develop a sales plan  
 BSBSLS502 Lead and manage a sales team  
 BSBSUS501 Develop workplace policy and procedures for sustainability  
 BSBWRT501 Write persuasive copy

## Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB51215 Diploma of Marketing	BSB51207 Diploma of Marketing	Updated to meet Standards for Training Packages	Equivalent qualification

## Links

Companion volumes available from the IBSA website:

[http://www.ibsa.org.au/companion\\_volumes](http://www.ibsa.org.au/companion_volumes) - [http://www.ibsa.org.au/companion\\_volumes](http://www.ibsa.org.au/companion_volumes)