Australian Government

BSB52415 Diploma of Marketing and Communication

Release 2

BSB52415 Diploma of Marketing and Communication

Modification History

Release	Comments
Release 2	This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.
Release 1	This qualification first released with BSB Business Services Training Package Version 2.0.

Qualification Description

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

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 individuals who:

- have completed a*ll core units in BSB42415 Certificate IV in Marketing and Communication.*

Packaging Rules

Total number of units = 12

3 core units plus

9 elective units, of which:

- 8 elective units must be selected from the electives listed below
- the remaining elective unit may be selected from the elective units listed below, or any currently endorsed Training Package or accredited course at Diploma 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.

Core Units

BSBMKG507 Interpret market trends and developments

BSBMKG523 Design and develop an integrated marketing communication plan

BSBPMG522 Undertake project work

Elective Units

BSBADV503 Coordinate advertising research

BSBADV507 Develop a media plan

BSBADV509 Create mass print media advertisements

BSBADV510 Create mass electronic media advertisements

BSBCRT501 Originate and develop concepts

BSBDES602 Research global design trends

BSBEBU511 Develop and implement an e-business strategy

BSBFIM501 Manage budgets and financial plans

BSBIPR501 Manage intellectual property to protect and grow business

BSBLDR502 Lead and manage effective workplace relationships

BSBMKG501 Identify and evaluate marketing opportunities

BSBMKG502 Establish and adjust the marketing mix

BSBMKG506 Plan market research

BSBMKG508 Plan direct marketing activities

BSBMKG509 Implement and monitor direct marketing activities

BSBMKG510 Plan e-marketing communications

BSBMKG514 Implement and monitor marketing activities

BSBMKG515 Conduct a marketing audit

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

PwC's Skills for Australia

BSBMKG528 Mine data to identify industry directions

BSBMKG529 Manage client account

BSBMKG530 Create distributed multiplatform digital advertisements

BSBMKG534 Design effective digital user experiences

BSBMKG535 Devise a seach engine optimisation strategy

BSBMKG536 Develop strategies to monitise digital engagement

BSBMKG537 Develop a social media engagement 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

BSBWRT501 Write persuasive copy

ICTGAM504 Manage interactive media production

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB52415 Diploma of Marketing and Communication Release 2	BSB52415 Diploma of Marketing and Communication Release 1	Updates to codes and titles in the unit list	Equivalent qualification

Links

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