



**Australian Government**

# **BSB60515 Advanced Diploma of Marketing**

**Release 1**

# BSB60515 Advanced 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 as marketing directors, marketing strategists and national, regional or global marketing managers. Individuals in these positions provide leadership and strategic direction in the marketing activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

### 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**

**4 core units** plus

**4 elective units, of which:**

- at least 3 of the elective units must be selected from the elective units listed below
- 1 elective unit may be selected from elective units listed below, from this Training Package, or from any current accredited course or endorsed Training Package at this qualification level or 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

BSBMKG603 Manage the marketing process

BSBMKG607 Manage market research

BSBMKG608 Develop organisational marketing objectives

BSBMKG609 Develop a marketing plan

### Elective Units

BSBMKG523 Design and develop an integrated marketing communication plan

BSBCOM603 Plan and establish compliance management systems

BSBDIV601 Develop and implement diversity policy

BSBFIM601 Manage finances

BSBINM601 Manage knowledge and information

BSBINN601 Lead and manage organisational change

BSBMGT605 Provide leadership across the organisation

BSBMGT608 Manage innovation and continuous improvement

BSBMGT616 Develop and implement strategic plans

BSBMGT617 Develop and implement a business plan

BSBMKG520 Manage compliance within the marketing legislative framework

BSBMKG605 Evaluate international marketing opportunities

BSBMKG606 Manage international marketing programs

BSBMKG611 Manage measurement of marketing effectiveness

BSBRISK501 Manage risk

BSBSUS501 Develop workplace policy and procedures for sustainability

BSBWHS605 Develop, implement and maintain WHS management systems

PSPGOV602B Establish and maintain strategic networks

PSPPROC607A Manage strategic contracts

## Qualification Mapping Information

<b>Code and title current version</b>	<b>Code and title previous version</b>	<b>Comments</b>	<b>Equivalence status</b>
BSB60515 Advanced Diploma of Marketing	BSB60507 Advanced 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)