



Australian Government

BSB50107 Diploma of Advertising

Release 3

BSB50107 Diploma of Advertising

Modification History

Release	Comments
Release 3	<p>New release of this Qualification with <i>BSB07 Business Services Training Package version 7.0</i>.</p> <p>BSBOHS elective unit updated with the BSBWHS unit and imported elective units updated with the most current equivalent.</p>
Release 2	<p>New release of this Qualification with <i>BSB07 Business Services Training Package version 6.0</i>.</p> <ul style="list-style-type: none">• BSBSUS501A included as elective unit• unit code suffixes updated.
Release 1	Initial release of this Qualification.

Description

This qualification reflects the role of individuals who possess a sound theoretical knowledge base in advertising management and demonstrate a range of managerial skills to ensure that advertising functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting advertising campaigns.

Job roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- account manager
- advertising account manager
- advertising creative director
- advertising manager
- copywriter
- account planner.

Pathways Information

Pathways into the qualification

Preferred pathways for candidates considering this qualification include:

- BSB40107 Certificate IV in Advertising or other relevant qualification
- or
- with vocational experience working in advertising in a team leader, supervisory or management role, seeking to consolidate skills and knowledge in managing the advertising function in an agency or organisation but without a formal advertising qualification.

Pathways from the qualification

- BSB60110 Advanced Diploma of Advertising or a range of Advanced Diploma qualifications
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Licensing/Regulatory Information

There is no direct link between this qualification and licensing, legislative or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative or regulatory requirements that impact on the unit.

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

The following table contains a summary of the employability skills required by industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry or enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none">• communicating a client's product, service or idea effectively to the customer• using a range of writing skills to write clear, creative briefs and persuasive copy
Teamwork	<ul style="list-style-type: none">• managing a range of personnel, consulting work teams and professional networks• receiving and giving feedback, and providing coaching and mentoring in job role
Problem-solving	<ul style="list-style-type: none">• solving workplace issues and problems individually or in teams• taking action to resolve client concerns
Initiative and enterprise	<ul style="list-style-type: none">• applying visual and design skills• being creative and providing innovative solutions to complex issues• developing innovative approaches to conveying marketing communications for client's product, service or idea
Planning and organising	<ul style="list-style-type: none">• collecting, collating and analysing information using appropriate workplace business systems• developing schedules and setting priorities
Self-management	<ul style="list-style-type: none">• establishing personal work goals and developing a personal work plan• managing own time and priorities and dealing with contingencies• taking responsibility as required by job role and ensuring organisational policies and procedures are adhered to
Learning	<ul style="list-style-type: none">• developing and maintaining professional competence• developing personal learning and development pathway• maintaining knowledge of products and services
Technology	<ul style="list-style-type: none">• using computerised systems, software and telecommunication devices to generate creative advertisements• using technology to assist the management of information and to assist the planning process• using technology to record and generate ideas

Packaging Rules

Total number of units = 8

8 elective units

5 elective units must be selected from the Group A elective units below.

At least **2 elective units** must be selected from either the remaining Group A or Group B units listed below, or from an equivalent level qualification in BSB07 Business Services Training Package.

The remaining **elective unit** may be selected from the units listed below, 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 outcome, local industry requirements and the qualification level.

Elective units

Group A

Advertising

BSBADV503B Coordinate advertising research

BSBADV507B Develop a media plan

BSBADV509A Create mass print media advertisements

BSBADV510A Create mass electronic media advertisements

BSBMKG523A Design and develop an integrated marketing communication plan

Creative thinking

BSBCRT501A Originate and develop concepts

Financial management

BSBFIM501A Manage budgets and financial plans

Interpersonal communication

BSBCMM401A Make a presentation

Writing

BSBWRT501A Write persuasive copy

Group B

Advertising

BSBADV602B Develop an advertising campaign

BSBADV603B Manage advertising production

BSBADV604B Execute an advertising campaign

BSBADV605B Evaluate campaign effectiveness

Customer service

BSBCUS501C Manage quality customer service

Design process

BSBDES601A Manage design realisation

BSBDES602A Research global design trends

Information management

BSBINM501A Manage an information or knowledge management system

Learning and development

BSBLED501A Develop a workplace learning environment

Management

BSBMGT502B Manage people performance

BSBMGT515A Manage operational plan

BSBMGT516C Facilitate continuous improvement

Marketing

BSBMKG402B Analyse consumer behaviour for specific markets

BSBMKG501B Identify and evaluate marketing opportunities

BSBMKG502B Establish and adjust the marketing mix

BSBMKG506B Plan market research

BSBMKG507A Interpret market trends and developments

BSBMKG508A Plan direct marketing activities

BSBMKG509A Implement and monitor direct marketing activities

BSBMKG510B Plan e-marketing communications

BSBMKG514A Implement and monitor marketing activities

BSBMKG515A Conduct a marketing audit

BSBMKG520A Manage compliance within the marketing legislative framework

BSBMKG522A Plan measurement of marketing effectiveness

Work health and safety

BSBWHS501A Ensure a safe workplace

Public relations

BSBPUB501A Manage the public relations publication process

BSBPUB502A Develop and manage complex public relations campaigns

BSBPUB503A Manage fundraising and sponsorship activities

BSBPUB504A Develop and implement crisis management plans

Project management

BSBPMG510A Manage projects

Relationship management

BSBREL501A Build international client relationships

BSBREL502A Build international business networks

Risk management

BSBRISK501B Manage risk

Sustainability

BSBSUS501A Develop workplace policy and procedures for sustainability

Workplace effectiveness

BSBWOR501B Manage personal work priorities and professional development

BSBWOR502B Ensure team effectiveness