



**Australian Government**

# **BSB60507 Advanced Diploma of Marketing**

**Release 3**

## BSB60507 Advanced Diploma of Marketing

### Modification History

Release	Comments
Release 3	New release of this Qualification with <i>BSB07 Business Services Training Package version 7.0</i> .  BSBOHS elective unit updated with the BSBWHS unit and imported elective units updated with the most current equivalent.
Release 2	New release of this Qualification with <i>BSB07 Business Services Training Package version 6.0</i> .  Unit codes updated.
Release 1	Initial release of this Qualification.

### Description

This qualification reflects the role of individuals who 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.

### Job roles

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

- marketing director
- marketing strategist
- national, regional or global marketing manager.

## **Pathways Information**

### **Pathways into the qualification**

Candidates may enter the qualification through a number of entry points demonstrating potential to undertake vocational education and training at advanced diploma level, including:

- BSB51207 Diploma of Marketing or other relevant qualification

OR

- with substantial vocational marketing experience, with overall responsibility for providing strategic direction and planning for an organisation's marketing function, either domestically or internationally but without a formal marketing qualification

OR

- with extensive vocational marketing experience in senior marketing positions with a wide range of skills in a specialised marketing communications discipline and looking to consolidate specialist marketing skills with more generic management skills, but without a formal marketing qualification.

## **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"><li>effectively using culturally appropriate communication</li><li>establishing and using appropriate formal or informal networks</li><li>negotiating budgets, strategic and operational plans and re-developing them as required to meet organisational needs</li><li>negotiating contracts</li><li>negotiating solutions to new and emerging issues</li><li>producing a wide range of reports and making presentations</li></ul>
Teamwork	<ul style="list-style-type: none"><li>defining performance measures and working collaboratively with team members</li><li>delegating and briefing various personnel on their roles and responsibilities regarding the implementation of strategic, marketing and other business plans</li><li>demonstrating leadership in evaluating policies and procedures</li><li>identifying performance gaps and taking remedial action for under-performance</li><li>producing a positive and productive workplace that encourages maximum participation</li></ul>
Problem-solving	<ul style="list-style-type: none"><li>assessing financial viability of new opportunities and matching organisational capability with market needs</li><li>comparing and evaluating data and reports</li><li>developing and managing risk and contingency plans</li><li>interpreting forecasts when analysing potential overseas markets</li><li>resolving employee relations problems</li><li>reviewing market performance</li></ul>
Initiative and enterprise	<ul style="list-style-type: none"><li>exploring joint ventures and strategic alliances</li><li>identifying trends and developments domestically and internationally, and investigating their viability</li><li>managing diversity and identifying opportunities for improved communication and processes</li><li>scoping international marketing opportunities</li></ul>
Planning and organising	<ul style="list-style-type: none"><li>demonstrating excellent project management skills across the business</li></ul>

	<ul style="list-style-type: none"> <li>• developing systems that are flexible and responsive to changing circumstances</li> <li>• implementing, reviewing and evaluating systems and processes</li> <li>• monitoring marketing performance against established targets</li> <li>• planning for contingencies</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• applying discretion and judgement within complex environments</li> <li>• applying the organisation's workplace vision and mission</li> <li>• managing own time and priorities and dealing with contingencies</li> <li>• taking responsibility as required by job role and ensuring organisational policies and procedures are followed</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• coaching under-performers and developing education plans that promote and encourage performance</li> <li>• providing induction and training for specific job roles</li> <li>• providing learning and development opportunities</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• creating presentations using a range of media</li> <li>• using business technology, such as risk analysis tools and word processing and document management software</li> <li>• using online technologies for research and marketing purposes</li> <li>• using technology to assist the management of information and to assist in the planning process</li> </ul>

## Packaging Rules

**Total number of units = 8**

**4 core units *plus***

**4 elective units**

At least **3 of the elective units** must be selected from the elective units listed below.

The **remaining 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 outcome, local industry requirements and the qualification level.

### Core units

BSBMKG603B Manage the marketing process

BSBMKG607B Manage market research

BSBMKG608A Develop organisational marketing objectives

BSBMKG609A Develop a marketing plan

**Elective units****Advertising**

BSBMKG523A Design and develop an integrated marketing communication plan

**Compliance**

BSBCOM603C Plan and establish compliance management systems

**Diversity**

BSBDIV601A Develop and implement diversity policy

**Financial management**

BSBFIM601A Manage finances

**Information management**

BSBINM601A Manage knowledge and information

**Innovation**

BSBINN601B Manage organisational change

**Management**

BSBMGT605B Provide leadership across the organisation

BSBMGT608C Manage innovation and continuous improvement

BSBMGT616A Develop and implement strategic plans

BSBMGT617A Develop and implement a business plan

**Marketing**

BSBMKG520A Manage compliance within the marketing legislative framework

BSBMKG605B Evaluate international marketing opportunities

BSBMKG606B Manage international marketing programs

BSBMKG611A Manage measurement of marketing effectiveness

**Work health and safety**

BSBWHS605A Develop, implement and maintain WHS management systems

**Risk management**

BSBRISK501B Manage risk

**Sustainability**

BSBSUS501A Develop workplace policy and procedures for sustainability

**Imported units**

PSPGOV602B Establish and maintain strategic networks

PSPPROC607A Manage strategic contracts