Australian Government

INDUSTRY SKILLS COUNCILS

BSB50115 Diploma of Advertising

Release 1

BSB50115 Diploma of Advertising

Modification History

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

Qualification Description

This qualification would apply to individuals with various job titles including account managers, creative directors, copywriters and account planners.

Individuals in these roles would 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.

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 either the remaining Group A or Group B units listed below, or from an equivalent level qualification in BSB Business Services Training Package
- 1 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 environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Elective Units
Group A
BSBADV503 Coordinate advertising research
BSBADV507 Develop a media plan
BSBADV509 Create mass print media advertisements
BSBADV510 Create mass electronic media advertisements
BSBMKG523 Design and develop an integrated marketing communication plan
BSBCMM401 Make a presentation
BSBCRT501 Originate and develop concepts
BSBFIM501 Manage budgets and financial plans
BSBWRT501 Write persuasive copy

Group B
BSBADV602 Develop an advertising campaign
BSBADV603 Manage advertising production
BSBADV604 Execute an advertising campaign
BSBADV605 Evaluate campaign effectiveness
BSBCUS501 Manage quality customer service
BSBDES601 Manage design realisation
BSBDES602 Research global design trends
BSBINM501 Manage an information or knowledge management system
BSBLED501 Develop a workplace learning environment
BSBMGT502 Manage people performance
BSBMGT517 Manage operational plan
BSBMGT516 Facilitate continuous improvement
BSBMKG402 Analyse consumer behaviour for specific markets
BSBMKG501 Identify and evaluate marketing opportunities
BSBMKG502 Establish and adjust the marketing mix
BSBMKG506 Plan market research
BSBMKG507 Interpret market trends and developments
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

BSBMKG520 Manage compliance within the marketing legislative framework

BSBMKG522 Plan measurement of marketing effectiveness

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

BSBPMG522 Undertake project work

BSBREL501 Build international client relationships

BSBREL502 Build international business networks

BSBRSK501 Manage risk

BSBSUS501 Develop workplace policy and procedures for sustainability

BSBWOR501 Manage personal work priorities and professional development

BSBWOR502 Lead and manage team effectiveness

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB50115 Diploma of Advertising	BSB50107 Diploma of Advertising	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