



Australian Government

BSB60115 Advanced Diploma of Advertising

Release 1

BSB60115 Advanced 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 reflects the role of individuals who provide leadership and strategic direction for the advertising activities of an organisation. Working as account directors, account planning managers, client services executives/directors, these people 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 advertising field. These individuals are often accountable for group outcomes and for the overall performance of the advertising function in 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

5 core units plus

3 elective units, of which:

- 2 of the elective units must be selected from the elective units listed below
- 1 elective unit may be selected from the elective units listed below, any endorsed Training Package or current accredited course at Diploma level or above.

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

BSBADV602 Develop an advertising campaign

BSBADV603 Manage advertising production

BSBADV604 Execute an advertising campaign

BSBADV605 Evaluate campaign effectiveness

BSBMKG523 Design and develop an integrated marketing communication plan

Elective Units

BSBCOM603 Plan and establish compliance management systems

BSBCRT501 Originate and develop concepts

BSBDES601 Manage design realisation

BSBDES602 Research global design trends

BSBDIV601 Develop and implement diversity policy

BSBFIM601 Manage finances

BSBHRM602 Manage human resources strategic planning

BSBINM601 Manage knowledge and information

BSBINN601 Lead and manage organisational change

BSBMGT605 Provide leadership across the organisation

BSBMGT608 Manage innovation and continuous improvement

BSBMGT615 Contribute to organisation development

BSBMGT616 Develop and implement strategic plans

BSBMGT617 Develop and implement a business plan

BSBMKG611 Manage measurement of marketing effectiveness

BSBMKG603 Manage the marketing process

BSBMKG607 Manage market research

BSBMKG608 Develop organisational marketing objectives

BSBMKG609 Develop a marketing plan

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

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB60115 Advanced Diploma of Advertising	BSB60110 Advanced 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