



Australian Government

BSB61315 Advanced Diploma of Marketing and Communication

Release 2

BSB61315 Advanced Diploma of Marketing and Communication

Modification History

Release	Comments
Release 2	This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.
Release 1	This qualification first released with BSB Business Services Training Package Version 2.0.

Qualification Description

This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications 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 and communications field. Typically they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Entry to this qualification is limited to those individuals who:

- *have completed all core units in BSB52415 Diploma of Marketing and Communication.*

Packaging Rules

Total number of units = 12

3 core units plus

9 elective units, of which:

- 8 elective units must be selected from the electives listed below
- the remaining elective unit may be selected from the elective units listed below, or any currently endorsed Training Package or accredited course at Advanced Diploma or Graduate Certificate or Graduate 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

BSBADV602 Develop an advertising campaign

BSBMGT616 Develop and implement strategic plans

BSBMKG609 Develop a marketing plan

Elective Units

BSBADV603 Manage advertising production

BSBADV604 Execute an advertising campaign

BSBADV605 Evaluate campaign effectiveness

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

BSBINM601 Manage knowledge and information

BSBINN601 Lead and manage organisational change

BSBIPR601 Develop and implement strategies for intellectual property management

BSBMGT605 Provide leadership across the organisation

BSBMGT608 Manage innovation and continuous improvement

BSBMGT615 Contribute to organisation development

BSBMGT617 Develop and implement a business plan

BSBMKG523 Design and develop an integrated marketing communication plan

BSBMKG603 Manage the marketing process

BSBMKG605 Evaluate international marketing opportunities

BSBMKG606 Manage international marketing programs

BSBMKG607 Manage market research

BSBMKG608 Develop organisational marketing objectives

BSBMKG611 Manage measurement of marketing effectiveness

BSBR501 Manage risk

BSBSUS501 Develop workplace policy and procedures for sustainability

BSBWHS605 Develop, implement and maintain WHS management systems

PSPGEN067 Establish and maintain strategic networks

PSPPCM023 Manage strategic contracts

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB61315 Advanced Diploma of Marketing and Communication Release 2	BSB61315 Advanced Diploma of Marketing and Communication Release 1	Updates to codes and titles in the unit list	Equivalent qualification

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>