



Australian Government

BSB60110 Advanced Diploma of Advertising

Release 3

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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 for the advertising 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 advertising field. These individuals are often accountable for group outcomes and for the overall performance of the advertising function in an organisation.

Job roles

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

- account director
- account planning manager
- client services executive
- client services director.

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:

- BSB50107 Diploma of Advertising or other relevant qualification

OR

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

OR

- with substantial vocational experience in senior advertising positions with a wide range of skills in a specialised advertising discipline and looking to consolidate specialist advertising skills with more generic management skills and without formal advertising qualifications.

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"> consulting and negotiating with internal and external stakeholders on the organisation's strategic direction consulting, questioning, clarifying and evaluating information negotiating contracts preparing advertising briefs, marketing communications and media plans presenting information in report form using culturally appropriate communication when dealing with international clients writing in a range of styles to suit different audiences
Teamwork	<ul style="list-style-type: none"> giving feedback and providing coaching and mentoring to staff identifying and using the strengths of team members working with diverse groups and individuals
Problem-solving	<ul style="list-style-type: none"> addressing media placement problems managing risk and developing contingency plans monitoring advertising campaign performance measures and taking appropriate action if discrepancies appear against planned objectives working individually or within teams to resolve client concerns about advertising campaigns
Initiative and enterprise	<ul style="list-style-type: none"> developing creative briefs exploring joint ventures and strategic alliances generating a range of options in response to workplace challenges identifying trends and developments domestically and internationally, and investigating their viability scoping domestic and international advertising opportunities
Planning and organising	<ul style="list-style-type: none"> analysing and reviewing the organisation's capabilities applying the organisation's mission and vision in the strategic planning process developing quality assurance processes and applying appropriate techniques and tools identifying resource requirements and allocating to fit within budget constraints

	<ul style="list-style-type: none">• planning and managing projects in respect to time, cost, quality and resource management• planning for contingencies and integrating all campaign processes
Self-management	<ul style="list-style-type: none">• managing own time and priorities and dealing with contingencies• taking responsibility as required by job role and ensuring organisational policies and procedures are followed• working within organisational policies and procedures and legislative requirements
Learning	<ul style="list-style-type: none">• evaluating advertising production process and media campaign performance• learning ways to influence, modify and adapt to the external environment• maintaining current knowledge of products and processes
Technology	<ul style="list-style-type: none">• monitoring progress of advertising campaigns• using appropriate software• using electronic communication devices and processes to produce written correspondence and reports, such as internet, intranet and email• using online technologies for research and marketing purposes

Packaging Rules

Total number of units = 8

5 core units *plus*

3 elective units

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, from this Training Package or from any current accredited course or endorsed Training Package. If not listed below, the unit may be selected from a Diploma qualification.

Elective units must be relevant to the work outcome, local industry requirements and the qualification level.

Core units

BSBADV602B Develop an advertising campaign

BSBADV603B Manage advertising production

BSBADV604B Execute an advertising campaign

BSBADV605B Evaluate campaign effectiveness

BSBMKG523A Design and develop an integrated marketing communication plan

Elective units

Compliance

BSBCOM603C Plan and establish compliance management systems

Creating thinking

BSBCRT501A Originate and develop concepts

Design process

BSBDES601A Manage design realisation

BSBDES602A Research global design trends

Diversity

BSBDIV601A Develop and implement diversity policy

Financial management

BSBFIM601A Manage finances

Human resource management

BSBHRM602B Manage human resources strategic planning

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

BSBMGT615A Contribute to organisation development

BSBMGT616A Develop and implement strategic plans

BSBMGT617A Develop and implement a business plan

Marketing

BSBMKG611A Manage measurement of marketing effectiveness

BSBMKG603B Manage the marketing process

BSBMKG607B Manage market research

BSBMKG608A Develop organisational marketing objectives

BSBMKG609A Develop a marketing plan

Work health and safety

BSBWHS605A Develop, implement and maintain WHS management systems

Sustainability

BSBSUS501A Develop workplace policy and procedures for sustainability

Imported units

PSPGOV602B Establish and maintain strategic networks

PSPPROC607A Manage strategic contracts