

KING'S INSTITUTE OF MANAGEMENT AND TECHNOLOGY



CRICOS Provider Code: 03105M

RTO Provider Code: 31766

BSB60515 *Advanced Diploma of Marketing*

CRICOS Code 087579D

COURSE STRUCTURE

DURATION

26 Weeks

- 22 weeks study plus 4 weeks holiday

QUALIFICATION

BSB60515 Advanced Diploma of Marketing

CAREER OUTCOME

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 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

ENTRY REQUIREMENTS

For entry into the Advanced Diploma of Marketing, candidates are required to be 18 years of age or older, to have satisfactory completion of primary and secondary education of approximately 12 years of duration and possess an English language proficiency of IELTS 5.5, TOEFL 530 or equivalent.

Preferred pathways for candidates considering this qualification include:

- After achieving the BSB51215 Diploma of Marketing or other relevant qualification/s (OR)
- Providing evidence of competency in the majority units required for the BSB51215 Diploma of Marketing or other relevant qualification/s (OR)
- With vocational experience in a range of work environments in senior support roles but without qualification

TUITION FEES

BSB60515 Advanced Diploma of Marketing	AUD \$5,150
ENROLMENT FEES.....	AUD \$350
TOTAL COURSE FEE	AUD \$5,500

COURSE UNITS

UNIT CODE	UNIT OF COMPETENCY NAME	FIELD
BSBMKG603	Manage the marketing process	Core
BSBMKG607	Manage market research	Core
BSBMKG608	Develop organisational marketing objectives	Core
BSBMKG609	Develop a marketing plan	Core
BSBMKG523	Design and develop an integrated marketing communication plan	Elective
BSBDIV601	Develop and implement diversity policy	Elective
BSBWHS605	Develop, implement and maintain WHS management systems	Elective
BSBSUS501	Develop workplace policy and procedures for sustainability	Elective

LEARNING OUTCOMES

Learning outcomes include:

- Manage the marketing performance, effectively communicate the marketing objectives to marketing personnel, evaluate and improve strategic marketing performance
- Prepare market research plans for implementation, engage external consultants or service providers, manage market research activity and evaluate research processes and findings to implement revised policy and practices in accordance with organisational requirements
- Develop marketing objectives for an organisation including undertaking strategic analysis reviewing current marketing performance and formulating short and long term marketing objectives
- Devise, document and present a marketing plan detailing approaches and the marketing mix to achieve organisational marketing objectives
- Determine the marketing communication requirements, develop a marketing communication brief and design the integrated marketing communication strategy
- Research diversity, draft policy and plan for implementation ; implement and review the diversity policy
- Develop, implement, review and maintain a Work, Health and Safety Management Systems (WHSMS)
- Develop, implement, communicate and review the workplace sustainability policy implementation