

BSB52415 Diploma of Marketing and Communication

Packaging Rules: 3 Core Units PLUS 9 Elective Units

(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 Diploma or Advanced Diploma level.)

Core Unit Codes	Core Unit Title	Task Types	Available
BSBMKG507	Interpret market trends and developments	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Interpret Trends and Market Developments Task 3 – Presentation: Interpret Trends and Market Developments Task 4 – Evidence Record	✓
BSBMKG523	Design and develop an integrated marketing communication plan	Task 1 – Practical: Presentation of Draft Brief Task 2 – Theory: Short Answer Questions Task 3 – Practical: Media Review Task 4 – Practical: Integrated Marketing Communication Plan Task 5 – Evidence Record	✓
BSBPMG522	Undertake project work	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Project Research Task 3 – Practical: Develop Plan Task 4 – Theory: Administer and Monitor the Project Task 5 – Theory: Finalise the Project Task 6 – Evidence Record	✓
Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBADV507	Develop a media plan	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Define Media Requirements Task 3 – Practical: Select Media Vehicles Task 4 – Practical: Determine the Media Schedule Task 5 – Practical: Produce a Media Plan Task 6 – Oral Questions Task 7 – Evidence Record	✓
BSBADV509	Create mass print media advertisements	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Interpret the Creative Brief Task 3 – Evidence Record	✓
BSBFIM501	Manage budgets and financial plans	Task 1 – Theory: Short Answer Questions Task 2 – Project: Research and Application Task 3 – Evidence Record	✓

Qualification Mapping

Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBLDR502	Lead and manage effective workplace relationships	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Manage Ideas and Information Task 3 – Practical: Establish Systems To Develop Trust And Confidence Task 4 – Theory: Manage the Development and Maintenance of Networks and Relationships Task 5 – Theory: Manage Difficulties to Achieve Positive Outcomes Task 6 – Evidence Record	✓
BSBMKG501	Identify and evaluate marketing opportunities	Task 1 – Theory: Short Answer Questions Task 2 – Project: Evaluate Marketing Opportunities Task 3 – Evidence Record	✓
BSBMKG502	Establish and adjust the marketing mix	Task 1 – Project: Develop a Report on a Marketing Mix Task 2 – Practical: Review a Report on a Marketing Mix Task 3 – Theory: Short Answer Questions Task 4 – Evidence Record	✓
BSBMKG506	Plan market research	Task 1 – Practical: Develop Market Research Plan Task 2 – Theory: Short Answer Questions Task 3 – Evidence Record	✓
BSBMKG510	Plan e-marketing communications	Task 1 – Theory: Short Answer Questions Task 2 – Project: Create an E-Marketing Strategy and Plan Task 3 – Evidence Record	✓
BSBMKG514	Implement and monitor marketing activities	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Develop a Marketing Implementation Plan Task 3 – Presentation: Marketing Plan Communication Task 4 – Oral Questions: Implement and Monitor Marketing Plans Theory Task 5 – Evidence Record	✓
BSBMKG515	Conduct a marketing audit	Task 1 – Project: Conduct and Report on a Marketing Initiative Task 2 – Evidence Record	✓