

BSB61315 Advanced 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 Advanced Diploma or Graduate Certificate or Graduate Diploma level.)

Core Unit Codes	Core Unit Title	Task Types	Available
BSBADV602	Develop an advertising campaign	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Define the Campaign Objectives Task 3 – Practical: Prepare an Advertising Budget Task 4 – Practical: Develop a Schedule for Proposed Advertising Activities Task 5 – Evidence Record	✓
BSBMGT616	Develop and implement strategic plans	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Develop Strategic Plan Task 3 – Role Play Task 4 – Evidence Record	✓
BSBMKG609	Develop a marketing plan	Task 1 – Theory: Short Answer Questions Task 2 – Project: Plan and Research the Marketing Plan Task 3 – Practical: Produce the Marketing Plan Task 4 – Practical: Present the Marketing Plan Task 5 – Evidence Record	✓
Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBADV605	Evaluate Campaign Effectiveness	Task 1 – Project: Develop and Implement a Campaign Evaluation Strategy Task 2 – Practical: Analyse Evaluation Data to Make Recommendations Task 3 – Evidence Record	✓
BSBDIV601	Develop and implement diversity policy	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Research Diversity Task 3 – Practical: Draft Diversity Policy Task 4 – Theory: Implement the Diversity Policy Task 5 – Practical: Review the Diversity Policy Task 6 – Evidence Record	✓
BSBFIM601	Manage finances	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Review Budgets Task 3 – Practical: Allocate Funds Task 4 – Oral Questions Task 5 – Evidence Record	✓

Qualification Mapping

Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBINM601	Manage knowledge and information	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Obtain Information Task 3 – Practical: Analysis of Information Task 4 – Practical: Making the Decisions Task 5 – Project: Disseminate the Information Task 6 – Practical: Presentation Task 7 – Evidence Record	✓
BSBINN601	Lead and manage organisational change	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Identify Change Requirements Task 3 – Practical: Develop Change Management Strategy Task 4 – Theory: Implement Change Management Strategy Task 5 – Role Play: Consult with Stakeholders Task 6 – Evidence Record	✓
BSBMGT605	Provide leadership across the organisation	Task 1 – Theory: Short Answer Questions Task 2 – Case Studies Task 3 – Practical: Leadership Survey and Personal Improvement Task 4 – Oral Questions	✓
BSBMGT608	Manage innovation and continuous improvement	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Use of Creative Tools Task 3 – Oral Presentation: Improvements Task 4 – Practical: Develop Options Task 5 – Evidence Record	✓
BSBMGT615	Contribute to organisation development	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Prepare an Organisational Development Plan Task 3 – Practical: Conduct a Brainstorming Session Task 4 – Practical: Address the Team as Their Leader / Manager Task 5 – Evidence Record	✓
BSBMGT617	Develop and implement a business plan	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Develop Business Plans Task 3 – Theory: Monitoring the Plan Task 4 – Practical: Respond to Performance Data Task 5 – 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	✓

Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBMKG603	Manage the marketing process	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Manage Marketing Performance Task 3 – Theory: Manage Marketing Personnel Task 4 – Practical and Theory: Evaluate and Improve Strategic Marketing Performance Task 5 – Role Play Task 6 – Evidence Record	✓
BSBMKG605	Evaluate international marketing opportunities	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Review the Global Market Environment Task 3 – Practical: Assess International Business and Electronic Commerce Market Factors Task 4 – Practical: Identify Risk Factors for International Marketing Opportunities Task 5 – Practical: Investigate International Business and Electronic Commerce Marketing Opportunities Task 6 – Evidence Record	✓
BSBMKG606	Manage international marketing programs	Task 1 – Practical: The International Marketing Program Task 2 – Practical: Managing the International Marketing Program Task 3 – Practical: Monitoring and Evaluating International Marketing Performance Task 4 – Practical: Formulating Suggestions on How Marketing Activities Could be Affected in the Future Task 5 – Theory: Short Answer Questions Task 6 – Evidence Record	✓
BSBMKG607	Manage market research	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Prepare Market Research Plan for Implementation Task 3 – Project: Prepare and Present a Market Research Report Task 4 – Evidence Record	✓
BSBMKG608	Develop organisational marketing objectives	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Identify Strategic Direction Task 3 – Practical: Review Marketing Performance Task 4 – Project: Scope Marketing Opportunities Task 5 – Project: Formulate Marketing Objectives Task 6 – Evidence Record	✓
BSBR501	Manage risk	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Risk Management Plan Task 3 – Evidence Record	✓

Qualification Mapping

Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBSUS501	Develop workplace policy and procedures for sustainability	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Develop a Sustainability Policy and Procedures Task 3 – Practical: Presentation: Communicate the Workplace Sustainability Policy Task 4 – Practical: Implement the Policy Task 5 – Project: Implement and Review Policy Task 6 – Evidence Record	✓