BSB51215 Diploma of Marketing

Course Description:

This qualification reflects the role of individuals working in a variety of marketing roles across different industry sectors who possess a sound theoretical knowledge base and demonstrate a range of managerial skills. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

Pathways Information

Preferred pathways for candidates considering this qualification include:
- BSB41307 Certificate IV in Marketing or other relevant qualification or
- with vocational marketing experience but new to the role of marketing team leader, supervisor or manager and without formal marketing qualifications or
- With vocational marketing experience in marketing team leader, supervision or management, seeking to consolidate skills and knowledge in managing the marketing function in an organisation but without formal marketing qualifications.

Pathways from the qualification
After completing BSB51215 Diploma of Marketing, individuals could progress to Advanced Diploma of Marketing.

Schedule

- This program scheduled to be delivered over 48 weeks of full time study – 20 hours per week of scheduled class time each week. Total breaks are 4 weeks (mid-term) - which takes into account Public holiday periods such as Christmas & Easter and School holiday breaks.
- This will be delivered by the following scheduling option:
  - 2 days at 8 hours, 1 day at 4 hours
  - The other days of the week may be used for private study time and extra tuition, if required.
- This would make the program a total of 52 weeks including 4 weeks holidays throughout the year.

Delivery Arrangements

This program is delivered in a classroom based environment.

The trainer may provide additional learning material where gaps are identified in either the participant’s underpinning knowledge or the training resources.
Entry Requirements

The entry requirements for this qualification are:
• successful completion of Year 12 in Australia, or of an equivalent overseas qualification
• IELTS 5.5 or equivalent
• successful completion of HIC’s language, literacy and numeracy assessment
• ability to demonstrate core skills and capabilities to a level appropriate to the course.

HIC does not accept students who will be under 18 years old at the time of enrolment.

At the time of entry, applicants identified with special needs will be provided with complimentary tutorial assistance to maximise the possibility of attainment of the qualification.

Special needs may be in regard to
• language, literacy or numeracy
• physical or intellectual ability
• cultural or ethnic background

Mature age students will also be considered without the minimum education requirements but with relevant work experience within chosen area of study and a demonstrated capacity to meet course requirements. A minimum of 5 years’ experience would normally be expected but each case will be reviewed individually with relevant work experience evidenced by work reference letter on company letterhead, work samples and curriculum vitae submitted will be considered.

RPL/Credit Transfer:

RPL/CT is available to eligible candidates

Complains and Appeals

HIC encourages the parties to approach a complaint with an open view and to attempt to resolve problems through discussion and conciliation.

To receive your full qualification, you must get marked Competent for all units.

Issuance of Qualification/Statements of attainment

Students who exit the training program before completing all of the assessment requirements for the qualification will be issued with a Statement of Attainment for all units upon providing valid Unique Student Identifier (USI number) in which competency was assessed as achieved.

All graduates who have completed a program of learning that leads to the award of an AQF qualification are entitled to receive the following certification documentation on award of the qualification:
• a testamur, and a record of results.

Units of Competency

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
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<tbody>
<tr>
<td>Elective:</td>
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<tr>
<td>BSBMKG501</td>
<td>Identify and evaluate marketing opportunities</td>
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<td>BSBMKG502</td>
<td>Establish and adjust the marketing mix</td>
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<tr>
<td>BSBMKG506</td>
<td>Plan market research</td>
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<tr>
<td>BSBMKG514</td>
<td>Implement and monitor marketing activities</td>
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<td>BSBMKG515</td>
<td>Conduct a marketing audit</td>
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<tr>
<td>BSBADV511</td>
<td>Evaluate and recommend advertising media options</td>
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<tr>
<td>BSBLS501</td>
<td>Develop a sales plan</td>
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<td>BSBFIM501</td>
<td>Manage Budget and Financial Plans</td>
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BSBMKG501 Identify and evaluate marketing opportunities
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BSBADV511 Evaluate and recommend advertising media options
BSBSLS501 Develop a sales plan
BSBFIM501 Manage Budget and Financial Plans

 harvesting opportunities
 identifying opportunities
 establishing and adjusting the marketing mix
 planning and monitoring the marketing mix
 conducting a marketing audit
 evaluating and recommending advertising media options
 developing a sales plan
 managing the budget and financial plans