BSB60515 Advanced Diploma of Marketing

Course Description:
This qualification reflects the role of individuals working as marketing directors, marketing strategists and national, regional or global marketing managers. Individuals in these positions 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.

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:

- BSB51207 Diploma of Marketing or other relevant qualification
- with substantial vocational marketing experience, with overall responsibility for providing strategic direction and planning for an organisation’s marketing function, either domestically or internationally but without a formal marketing qualification
- with extensive vocational marketing experience in senior marketing positions with a wide range of skills in a specialised marketing communications discipline and looking to consolidate specialist marketing skills with more generic management skills, but without a formal marketing qualification.

Pathways from the qualification
After achieving this qualification candidates may choose to undertake studies at higher education level.

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.

Schedule
- This program scheduled to be delivered over 70 weeks of full time study – 20 hours per week of scheduled class time each week. Total breaks are 8 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 78 weeks including 8 weeks holidays throughout the year.
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.

Units of Competency
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<tr>
<th>Unit Code</th>
<th>Unit Name</th>
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<tr>
<td>Core:</td>
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<tr>
<td>BSBMKG603</td>
<td>Manage the marketing process</td>
</tr>
<tr>
<td>BSBMKG607</td>
<td>Manage market research</td>
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<tr>
<td>BSBMKG608</td>
<td>Develop organisational marketing objectives</td>
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<tr>
<td>BSBMKG609</td>
<td>Develop a marketing plan</td>
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<tr>
<td>Elective:</td>
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<tr>
<td>BSBFIM601</td>
<td>Manage finances</td>
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<tr>
<td>BSBINN601</td>
<td>Lead and manage organisational change</td>
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<tr>
<td>BBSUS501</td>
<td>Develop workplace policy and procedures for sustainability</td>
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<tr>
<td>BSBMGT617</td>
<td>Develop and implement a business plan</td>
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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.

RPL/Credit Transfer:
RPL/CT is available to eligible candidates

Duration
This program scheduled to be delivered over 70 weeks of full time study – 20 hours per week of scheduled class time each week. Total breaks are 8 weeks

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.