



BSB61315 Advanced Diploma of Marketing and Communication

Location: Melbourne

Duration: 78 Weeks
Hours: 20 hours per week
Delivery Mode: Face-to-face

Fees:

Enrolment Fee: AUD 200
 Equipment & Materials Fee :
 AUD 450
 Tution Fee: AUD 11,500

This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications 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 and communications field. Typically they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

This Course Is Suitable For:

Pre-requisite Requirements

Successfully completed all CORE units in BSB52415 Diploma of Marketing and Communication.

Study Pathways

The further study pathways available to learners who undertake this qualification include:

- Advanced Diploma of Leadership and Management
- Graduate Certificate in Leadership Diversity
- Graduate Diploma of Strategic Leadership

based environment. The trainer may provide additional learning material where gaps are identified in either the participant's underpinning knowledge or the training resources 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

For full detail about the course, please visit: www.harward.vic.edu.au/





To achieve this qualification, the candidate must demonstrate competency in:

12 units of competency:

03 core units

09 elective units

For more details, please click on the below link

<http://training.gov.au/Training/Details/BSB61315>

CORE UNITS

| Unit Code | Unit Name |
|------------------|---------------------------------------|
| BSBADV602 | Develop an advertising campaign |
| BSBMGT616 | Develop and implement strategic plans |
| BSBMKG609 | Develop a marketing plan |

ELECTIVES

| Unit Code | Unit Name |
|------------------|---|
| BSBCOM603 | Plan and establish compliance management systems |
| BSBCRT501 | Originate and develop concepts |
| BSBFIM601 | Manage finances |
| BSBINM601 | Manage knowledge and information |
| BSBINN601 | Lead and manage organisational change |
| BSBMGT605 | Provide leadership across the organisation |
| BSBMGT617 | Develop and implement a business plan |
| BSBMKG523 | Design and develop an integrated marketing communication plan |
| BSBWHS605 | Develop, implement and maintain WHS management systems |

Please contact Harward International College for more details.