

ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

BSB60520 - Release 1

RTO 41595

COURSE OVERVIEW

This qualification reflects the role of individuals who provide leadership and support strategic direction in the marketing and communications activities of an organisation. 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.

COURSE SNAPSHOT

COURSE COMPLETION TIME

1 month to complete.

UNITS STUDIED

12 (4 core units + 8 elective units)

NATIONALLY RECOGNISED TRAINING

Yes

DELIVERY LOCATIONS

Evidence is gathered in your workplace..

DELIVERY MODE

This is an RPL only course.

ASSESSMENT DUE DATES

No, gather evidence at your own pace. We will keep you on track.

RPL AVAILABLE?

Yes, absolutely!

COURSE FEES

- Full RPL achieved - \$1895.00

Fees are broken down to an enrolment fee of \$500 and the balance either on completion or spaced evenly across the program to suit your financial needs.

BY COMPLETING THIS COURSE, YOU COULD GAIN EMPLOYMENT AS

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Senior Marketing Manager
- Senior Sales Manager
- Sales and Marketing Consultant

COURSE STRUCTURE

ENTRY REQUIREMENTS

Entry to this qualification is limited to those who:

Have completed the following units (or equivalent competencies): BSBMKG541 Identify and evaluate marketing opportunities; BSBMKG542 Establish and monitor the marketing mix; BSBMKG552 Design and develop marketing communication plans; BSBMKG555 Write persuasive copy; and BSBPMG430 Undertake project work.

Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

or Have completed four years equivalent full-time relevant workplace experience.

CORE UNITS

- BSBMKG621 Develop organisational marketing strategy
- BSBMKG622 Manage organisational marketing processes
- BSBMKG623 Develop marketing plans
- BSBTWK601 Develop and maintain strategic business networks

ELECTIVES

- BSBMKG624 Manage market research
- BSBMKG626 Develop advertising campaigns
- BSBMKG627 Execute advertising campaigns
- BSBMKG628 Lead organisational public relations
- BSBCRT512 Originate and develop concepts
- BSBCRT611 Apply critical thinking for complex problem solving
- BSBSTR601 Manage innovation and continuous improvement
- BSBTEC601 Review organisational digital strategy

The elective unit options listed represent the OPEC College approved elective unit options offered.

This is a reduced list from the qualification packaging rules specified electives list. If you would like an elective unit that is not included in this list, please speak to your Trainer/Assessor.

RECOGNITION OF PRIOR LEARNING (RPL)

RPL means you can gain qualifications simply through providing evidence of relevant knowledge and skills you have gained through previous work. This means you don't have to waste time studying what you already know. If you believe you already have the knowledge and skills to achieve this qualification we encourage you to apply for Recognition of Prior Learning.

RPL is a simple process with OPEC College and works like this:

Step 1

Free skills assessment

Fill out our pre-assessment form and we'll give you the guidance you need for the next steps to achieving your career goals.

Step 2

Evidence portfolio

With our help, gather evidence, e.g. current resume, reference letters, examples of work completed, to prove your prior skills and knowledge and submit it online for our assessors to review.

Step 3

Evidence review

After we've assessed your evidence portfolio we'll contact you for competency conversation and a practical observation if required.

Step 4

Training

Fill in any gaps in your prior learning and achieve greater qualifications through our online training courses.

Step 5

Qualified!

Your new certifications are Nationally Recognised and issued by our Registered Training Officer (RTO). You are now ready to pursue your new career and greater opportunities!