



Flexible Training Solutions

## BSB60515 Advanced Diploma of Marketing

### Overview:

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.

### Course delivery & structure:

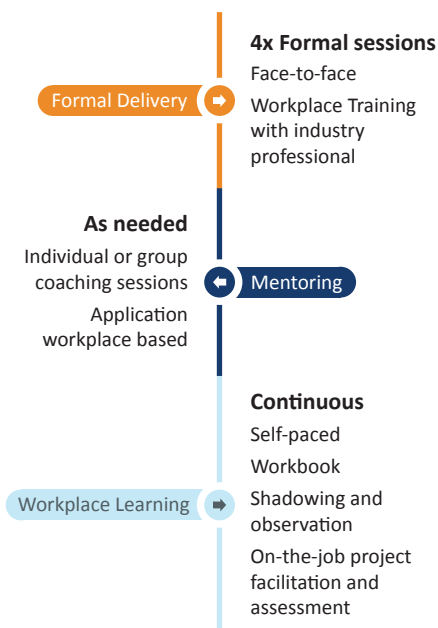
Delivery underpins our philosophy that work is the learning and learning is the work. We deliver a combination of formal training sessions and mentoring. We utilise a mix of on-the-job observation and questioning, and workplace based projects throughout our assessment tasks.

Participants are encouraged to challenge their existing knowledge and extend their boundaries whilst they expand their skill base.

To successfully attain the BSB60515 Advanced Diploma of Marketing, students are required to complete a total of eight (8) units of competency, comprising of:

- 4 core units;
- 4 elective units, of which:
  - at least 3 units must be from the elective units over page;
  - 1 unit may be from elective units over page, from this Training Package, or from any current accredited course or endorsed Training Package at this qualification level or Diploma level.

### Delivery Mode:



This nationally recognised qualification is delivered by Flexible Training Solutions RTO ID 6333. It provides skills and knowledge to the industry standard. We actively tailor training for people from diverse backgrounds, including those with disabilities, and encourage all to apply.

For more information or to get started visit [www.flexibletrainingsolutions.com.au](http://www.flexibletrainingsolutions.com.au)

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### Duration:

This program is typically delivered over 12-24 months.



### Projects:

We believe to get the most out of a program, training should be applicable to a trainees job role. Projects directly impact and relate to your business.



### Workplace mentors:

a workplace mentor will be assigned from within your business. This ensures that knowledge and skills are reinforced throughout the program.



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### Core Units

BSBMKG603	Manage the marketing process
BSBMKG607	Manage market research
BSBMKG608	Develop organisational marketing objectives
BSBMKG609	Develop a marketing plan

### Elective Units

BSBMKG523	Design and develop an integrated marketing communication plan
BSBCOM603	Plan and establish compliance management systems
BSBDIV601	Develop and implement diversity policy
BSBFIM601	Manage finances
BSBINM601	Manage knowledge and information
BSBINN601	Lead and manage organisational change
BSBMGT605	Provide leadership across the organisation
BSBMGT608	Manage innovation and continuous improvement
BSBMGT616	Develop and implement strategic plans
BSBMGT617	Develop and implement a business plan
BSBMKG520	Manage compliance within the marketing legislative framework
BSBMKG605	Evaluate international marketing opportunities
BSBMKG606	Manage international marketing programs
BSBMKG611	Manage measurement of marketing effectiveness
BSBRK501	Manage risk
BSBSUS501	Develop workplace policy and procedures for sustainability
BSBWHS605	Develop, implement and maintain WHS management systems
PSPGOV602B	Establish and maintain strategic networks
PSPPROC607A	Manage strategic contracts

For more information contact us directly

**Luke Campbell**

☎ 0421 790 990

@ lukecampbell@ftspl.com.au

🌐 [www.flexibletrainingsolutions.com.au](http://www.flexibletrainingsolutions.com.au)