

## BSB51215 Diploma of Marketing

### Overview:

This qualification reflects the role of individuals working in a variety of marketing roles in a range of industry and enterprise contexts, generally at a managerial level.

Individuals at this level are typically responsible for the work of other staff and demonstrate a range of managerial skills while leading teams in conducting marketing campaigns. They are able to conduct market research and have an understanding of marketing trends that they use when leading staff in developing and implementing marketing campaigns.

### Course delivery & structure:

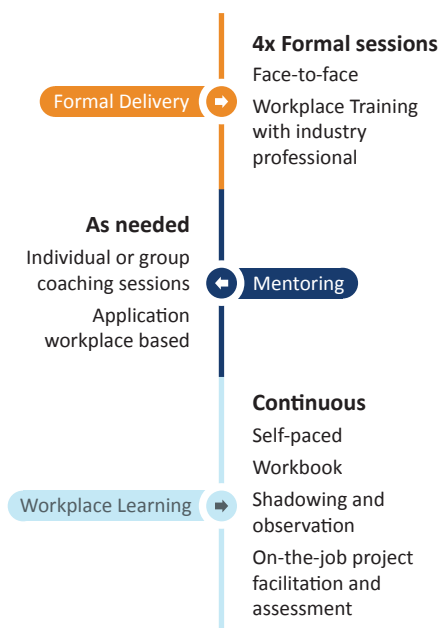
Delivery underpins our philosophy that work is the learning and learning is the work. We deliver a combination of formal training sessions and mentoring. We utilise a mix of on-the-job observation and questioning, and workplace based projects throughout our assessment tasks.

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

To successfully attain the BSB51215 Diploma of Marketing, students are required to complete a total of eight (8) units of competency, comprising of:

- 8 elective units, of which:
  - 5 units must be from Group A elective units over page;
  - at least 2 units must be from Group B elective units;
  - 1 unit may be from Group A or Group B, from this Training Package, or from any current accredited course or endorsed Training Package at this qualification level or Certificate IV or Advanced Diploma level.

### Delivery Mode:



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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.



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**  
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### Elective Units

#### Group A

BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix
BSBMKG506	Plan market research
BSBMKG507	Interpret market trends and developments
BSBMKG514	Implement and monitor marketing activities
BSBMKG515	Conduct a marketing audit

#### Group B

BSBADV507	Develop a media plan
BSBFIA501	Report on finances related to international business
BSBFIM501	Manage budgets and financial plans
BSBMKG409	Design direct response offers
BSBMKG508	Plan direct marketing activities
BSBMKG509	Implement and monitor direct marketing activities
BSBMKG510	Plan e-marketing communications
BSBMKG511	Analyse data from international markets
BSBMKG512	Forecast international market and business needs
BSBMKG513	Promote products and services to international markets
BSBMKG516	Profile international markets
BSBMKG517	Analyse consumer behaviour for specific international markets
BSBMKG518	Plan and implement services marketing
BSBMKG519	Plan and implement business-to-business marketing
BSBMKG520	Manage compliance within the marketing legislative framework
BSBMKG521	Plan and implement sponsorship and event marketing
BSBMKG522	Plan measurement of marketing effectiveness
BSBMKG523	Design and develop an integrated marketing communication plan
BSBPUB501	Manage the public relations publication process
BSBPUB502	Develop and manage complex public relations campaigns
BSBPUB503	Manage fundraising and sponsorship activities
BSBPUB504	Develop and implement crisis management plans
BSBREL501	Build international client relationships
BSBREL502	Build international business networks
BSBSLS501	Develop a sales plan
BSBSLS502	Lead and manage a sales team
BSBSUS501	Develop workplace policy and procedures for sustainability
BSBWRT501	Write persuasive copy

For more information contact us directly

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