



# BSB61315

## Advanced Diploma of Marketing and Communication

RTO Code: 31915

### Course Description

**BSB61315 Advance Diploma of Marketing and Communication.** 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.

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

more information about the course, visit [www.training.gov.au](http://www.training.gov.au)

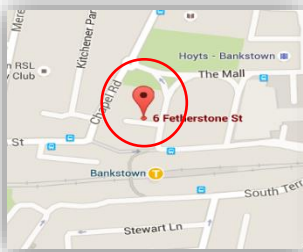
### Education and Work Pathways

After achieving this qualification, candidates may choose to undertake studies at a higher education level. This course is a pathway into University Degree.

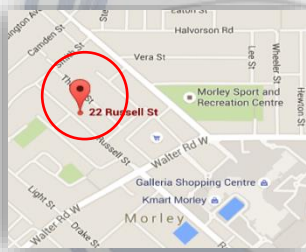
Potential job outcomes upon completion of this course:

- Marketing Director
- Marketing Strategist
- National, regional or global Marketing manager

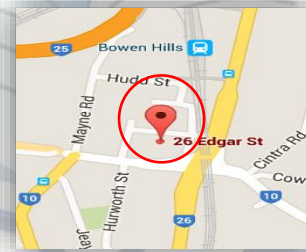
### Locations



**6 Fetherstone Street, Bankstown NSW 2200**



**22 Russell St, Morley WA 6062**



**26 Edgar Street, Bowen Hills, Queensland**

Images source: [www.google.com.au](http://www.google.com.au)

### Fees

Please contact us on **1300 827 188** for information on fees, funding and payment plan options. Fees include all books and materials.

### Language, Literacy and Numeracy requirements (LLN)

We recognise that not all people are able to read, write and perform calculations to the same standard. To help give you an idea of the language, literacy and numeracy skills required to study this course, you should sit for our LLN assessment before enrolment.

### Support Services

During your studies with Future Academy, you will have access to a comprehensive range of support services

These include:

- Academic support
- Student support
- Learning support

COURSE CODE	BSB61315
PREREQUISITES	None
DURATION	60 weeks
TERMS	4
ASSESSMENTS	➤ Presentation ➤ Short answers ➤ Projects ➤ Role play
DELIVERY MODE	➤ Classroom based training
ENTRY Requirements	There are no entry requirements for this qualification, however candidates must be 18 years old at the time of enrolment.

### How to Enrol

Your enrolment is only one step away! Enrolling with Future Academy is easy. Just call one of our friendly staff members on:

**1300 827 188**

### Contact us

We appreciate that choosing the right course is important. If you would like to discuss your career or course contact us on **1300 827 188** or send us an email to [info@futureacademy.edu.au](mailto:info@futureacademy.edu.au) with your queries.

### Recognition of Prior Learning (RPL)

Students can apply for Recognition of Prior Learning (RPL) for this qualification, and all students will be offered this option upon enrolment into the course. Please talk to one of our support officers for further information.





## Course Structure

**Twelve Units (3) core** and **(9) elective** units are required for the award of the **BSB61315 – Advanced Diploma of Marketing and Communication**. Units have been selected in accordance with the packaging rules and are relevant to the work outcome, local industry requirements and qualification level.

The following Units of Competency as identified in the National Business Services Training Package must be successfully completed to attain the Advanced Diploma of Marketing and Communication at Future Academy.

Unit code	Unit title	Core/Elective
BSBADV602	Develop an advertising campaign	Core
BSBMGT616	Develop and implement strategic plans	Core
BSBMKG609	Develop a marketing plan	Core
BSBINN601	Lead and manage organisational change	Elective
BSBMGT605	Provide leadership across the organisation	Elective
BSBMGT617	Develop and implement a business plan	Elective
BSBMKG523	Design and develop an integrated marketing communication plan	Elective
BSBMKG603	Manage the marketing process	Elective
BSBMKG607	Manage market research	Elective
BSBR501	Manage risk	Elective
BSBWHS605	Develop, implement and maintain WHS management systems	Elective
BSBMGT608	Manage innovation and continuous improvement	Elective

For full course competency details visit [www.training.gov.au](http://www.training.gov.au)

## Disclaimer

Future Academy does **NOT** guarantee that:

- A learner will successfully complete the course. This is subject to completing all the required units of competency.
- A learner will obtain an employment outcome as this is outside the control of Future Academy.
- A learner will obtain a qualification or a statement of attainment without successfully completing the assessments.

### New South Wales Campus

6 Fetherstone Street,  
Bankstown, NSW 2200

### Western Australia Campus

22 Russel Street, Morley WA 6062

### Queensland Campus

26 Edgar Street, Bowen Hills,  
Queensland

Phone 1300 827 188

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