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# Diploma of Marketing BSB51207

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## Description

This qualification reflects the role of individuals who possess a sound theoretical knowledge base in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff, and lead work teams in conducting marketing campaigns. Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include: Marketing Manager; Marketing Team Leader; Product Manager; Public Relations Manager.



## Qualification Pathways

There are no prerequisite requirements for individual units of competency. Preferred pathways for candidates considering this qualification include:

- after achieving the BSB41307 Certificate IV in Marketing or other relevant qualification/s OR
- providing evidence of competency in the majority of units required for the BSB41307 Certificate IV in Marketing or other relevant qualification/s, OR
- with vocational experience in human resource management, but without formal qualifications.

After achieving the BSB51207 Diploma of Marketing, candidates may undertake BSB60507 Advanced Diploma of Marketing, or a range of other Advanced Diploma qualifications.

## Qualification Rules

5 Marketing Units + 3 Elective Units = 8 units

## Training & Recognition of Current Competencies (RCC)

Much of the training is delivered on-the-job through reading, interacting with colleagues and completing useful project work. You only need to attend off-the-job training if a competency cannot be acquired at the workplace. You may already have many of the skills required to qualify for this qualification. There is no need to be trained in things you can already do. NDA will assess current skills and give recognition for relevant competencies.

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### Choose 5 Marketing Units from the list below:

BSBMKG501B	Identify and evaluate marketing opportunities
BSBMKG502B	Establish and adjust the marketing mix
BSBMKG506B	Plan market research
BSBMKG507A	Interpret market trends and developments
BSBMKG514A	Implement and monitor marketing activities
BSBMKG515A	Conduct a marketing audit

### Choose 2 Elective Units from the list below:

BSBADV507B	Develop a media plan
BSBADV511A	Evaluate and recommend advertising media options
BSBFIA501A	Report on finances related to international business
BSBFIM501A	Manage budgets and financial plans
BSBMKG409A	Design direct response offers
BSBMKG508A	Plan direct marketing activities
BSBMKG509A	Implement and monitor direct marketing activities
BSBMKG510A	Plan electronic marketing communications
BSBMKG511A	Analyse data from international markets
BSBMKG512A	Forecast international market and business needs
BSBMKG513A	Promote products and services to international markets
BSBMKG516A	Profile international markets

BSBMKG517A	Analyse consumer behaviour for specific international markets
BSBPUB501A	Manage the public relations publication process
BSBPUB502A	Develop and manage complex public relations campaigns
BSBPUB503A	Manage fundraising and sponsorship activities
BSBPUB504A	Develop and implement crisis management plans
BSBREL501A	Build international client relationships
BSBREL502A	Build international business networks
BSBSLS501A	Develop a sales plan
BSBSLS502A	Lead and manage a sales team
BSBWRT501A	Write persuasive copy

The **other 1 elective unit** may be selected from the remaining units listed above, the BSB07 Business Services Training Package or any other currently endorsed national Training Package. If not listed above, 1 unit may be selected from either a Certificate IV or Advanced Diploma qualification.