



# Diploma of Marketing

Course Code: BSB51207

## 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 teams in conducting marketing campaigns.

## Job roles:

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.

## Course Structure

### DipMar01

- BSBMKG501B Identify and evaluate marketing opportunities
- BSBMKG502B Establish and adjust the marketing mix

### DipMar02

- BSBMKG506B Plan market research
- BSBMKG507A Interpret market trends and developments

### DipMar03

- BSBMKG514A Implement and monitor marketing activities
- BSBMKG508A Plan direct marketing activities

### DipMar04

- BSBMKG509A Implement and monitor direct marketing activities
- BSBPMG510A Manage Projects

## Prerequisite Requirements

There are no entry requirements for this qualification.

## Assessment

The achievement of competence will be assessed by a range of methods aiming at maximum flexibility and customisation to address specific needs and learning situations; assessment methods may include:

- Observation of ongoing activities
- Presentation of portfolios
- Role plays
- Observation of group discussion

Candidates will undertake informal assessment on an ongoing basis. This assessment will be used by the trainer to monitor candidate progress and to provide appropriate feedback. The informal assessments do not contribute to the results achieved by a learner. Learners should be aware that all competency based tasks must be completed by the submission due date.

## Requirements to Receive the Qualification

To receive a qualification, students are required to successfully complete all units of competence for the qualification.

## Mode of Delivery

On-site or Distance



### **Duration**

1 year

### **Intake**

Term1: 13/02/2012 - 15/02/2012

Term2: 30/04/2012 - 01/07/2012

Term3: 16/07/2012 - 16/09/2012

Term4: 01/10/2012 - 02/12/2012