



Diploma of Marketing

Qualification Description

The Diploma of Marketing is designed to enhance your knowledge and skills across a wide range of Marketing functions. Some of the skills gained from this qualification will include marketing and advertisement management, direct marketing, public relations or international marketing and much more.

Award

The Diploma of Marketing BSB51207 provides you with a nationally recognised qualification through high quality, flexible, customised training that will have a positive impact on your career and business

Our Trainers

Outsource Services will provide experienced training staff that inspire you to achieve great things. All our trainers are approved under the Australian Quality Training Framework and are experienced professionals as well as trainers!

Delivery

We offer flexible training delivery either face to face, self paced or in blended delivery modes. We will tailor the delivery to meet your needs.

Prior learning and current competency will be taken into consideration for all participants.

Course Duration

This course is a competency based training program and as such the duration of the course is to be determined on individual levels of current competence and RPL. However, expect to take around a month per module for most of our courses.

Entry Requirements

No entry requirements apply to this qualification.

Career Opportunities

This program is aimed at developing your business management skills ready for your future business management roles.

Applicable occupations are:

Marketing Manager

Marketing Team Leader

Product Manager

Public Relations Manager

In all industry sectors

Investment

Please call us on 1300 136 904 and one of our friendly Consultants will help you with the best learning option for you.

All of Outsource Services programs form learning pathways to high level study and University entrance and credits.

FOR FURTHER INFORMATION

Visit our website at

www.outsourceservices.com.au

or call us on 1300 136 904





BSB51207 Diploma of Marketing

Requiring 8 units for the qualification

- Five (5) units from the Marketing units listed below.
- Three (3) elective units. At least two (2) of the elective units must be selected from the elective units listed below.
- The other one (1) elective unit may be selected from the remaining elective units below, the BSB07 Business Services Training Package.

MARKETING UNITS

| | | |
|------------|---|--------------------------|
| BSBMKG501B | Identify and evaluate marketing opportunities | <input type="checkbox"/> |
| BSBMKG502B | Establish and adjust the marketing mix | <input type="checkbox"/> |
| BSBMKG506B | Plan market research | <input type="checkbox"/> |
| BSBMKG507A | Interpret market trends and developments | <input type="checkbox"/> |
| BSBMKG514A | Implement and monitor marketing activities | <input type="checkbox"/> |
| BSBMKG515A | Conduct a marketing audit | <input type="checkbox"/> |

ELECTIVE UNITS

| | | |
|------------|---|--------------------------|
| BSBADV507B | Develop a media plan | <input type="checkbox"/> |
| BSBADV511A | Evaluate and recommend advertising media options | <input type="checkbox"/> |
| BSBFIA501A | Report on finances related to international business | <input type="checkbox"/> |
| BSBFIM501A | Manage budgets and financial plans | <input type="checkbox"/> |
| BSBMKG409A | Design direct response offers | <input type="checkbox"/> |
| BSBMKG508A | Plan direct marketing activities | <input type="checkbox"/> |
| BSBMKG509A | Implement and monitor direct marketing activities | <input type="checkbox"/> |
| BSBMKG510A | Plan electronic marketing activities | <input type="checkbox"/> |
| BSBMKG511A | Analyse data from international markets | <input type="checkbox"/> |
| BSBMKG512A | Forecast international market and business needs | <input type="checkbox"/> |
| BSBMKG513A | Promote products and services to international markets | <input type="checkbox"/> |
| BSBMKG516A | Profile international markets | <input type="checkbox"/> |
| BSBMKG517A | Analyse consumer behaviour for specific international markets | <input type="checkbox"/> |
| BSBPUB501A | Manage the public relations publication process | <input type="checkbox"/> |





Outsource Services Pty Ltd

Your training and development specialists!

Leadership Training • Sales and Marketing Training • IT Training • Retail Training • Training and Assessment • Frontline Management • Business Management • Project Management • Environmental Management

- 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

