

**MARKETING & BUSINESS**



# ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



INDUSTRY ENDORSED



STUDENT SATISFACTION



**SPENCER COLLEGE**

# MARKETING & BUSINESS

BSB60520

## ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

CRICOS CODE : 108021J

This qualification would suit individuals working as marketing directors, marketing strategists and national, regional or global marketing managers. Individuals in these positions provide leadership and strategic direction in the marketing 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 field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

### Entry Requirement

- 18 years or over
- Basic computer skills
- Meet all Student Visa requirements, including IELTS 5.5 (or equivalent) or English proficiency or Spencer College ACSF test level 3 PLUS
- Minimum Year 12 education or equivalent
- Have completed all core units in BSB52415
- Diploma of Marketing and Communication

### Delivery Methods

- Lecture/workshops
- Workbooks
- Role plays/simulations
- Practical activities

### Course Delivery

52 weeks classroom delivery (includes a maximum of 8 weeks holiday - packaged with a 12 month Diploma Qualification), depending on intake. Students must attend minimum 20 hours class time per week as part of your Student Visa requirements. Distance learning is not available.

### Recognition of Prior Learning (RPL)

If you think you may be eligible to apply for RPL, please contact the College to discuss.

### Enrolment & Further Information

Email [admin@spencercollege.edu.au](mailto:admin@spencercollege.edu.au)  
or via one of our Education Agents.

To receive an enrolment kit, please email  
[admin@spencercollege.edu.au](mailto:admin@spencercollege.edu.au)  
RTO No: 31809 | CRICOS Provider No: 03093K  
ABN: 59 131 437 968

Head office address: L 1, 344 Queen Street, Brisbane  
QLD 4000. For career opportunities and further  
study, please refer to [www.training.gov.au](http://www.training.gov.au)

### Units of Competency

|                  |   |
|------------------|---|
| <b>BSBMKG621</b> | Develop organisational marketing strategy           |
| <b>BSBMKG622</b> | Manage organisational marketing processes           |
| <b>BSBMKG623</b> | Develop marketing plans                             |
| <b>BSBTWK601</b> | Develop and maintain strategic business networks    |
| <b>BSBMKG624</b> | Manage market research                              |
| <b>BSBMKG626</b> | Develop advertising campaigns                       |
| <b>BSBSTR601</b> | Manage innovation and continuous improvement        |
| <b>BSBTEC601</b> | Review organisational digital strategy              |
| <b>BSBOPS601</b> | Develop and implement business plans                |
| <b>BSBLDR601</b> | Lead and manage organisational change               |
| <b>BSBCRT611</b> | Apply critical thinking for complex problem solving |
| <b>BSBOPS502</b> | Manage business operational plans                   |