



MARKETING

BSB60520

Advanced Diploma
of Marketing and Communication



This Course Outline applies to Young Rabbit Pty Ltd (ABN: 28 003 381 182 RTO number: 90396) trading as Australian Pacific College CRICOS Provider: 01331F

Welcome to Australian Pacific College and to your Marketing, Communications and Social Media courses. We hope you enjoy your time at Australian Pacific College and that you find your course a useful program for your professional development in the field of Marketing, Communications and Social Media. In this booklet you will find information about our marketing courses - Certificate IV in Marketing and Communication, Diploma of Marketing and Communication, Advanced Diploma of Marketing and Communication and the Diploma of Social Media Marketing.

BSB60520 Advanced Diploma of Marketing and Communication

Aims

This course aims to provide students with the skills and knowledge to work in leadership roles within a marketing context. It aims to equip them with the skills to make strategic decisions in relation to marketing activities.

Job Roles

This qualification reflects the role of individuals who 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.

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Marketing director
- Marketing strategist
- National, regional or global marketing manager.

Duration

The course consists of four terms each of 9 weeks in length.

It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with an Advanced Diploma of Marketing and Communication.

Entry requirements

ACADEMIC -

Successful completion of 10904NAT Diploma of Social Media Marketing, BSB52415 Diploma of Marketing and Communication or BSB50620 Diploma of Marketing and Communication or equivalent or have four years equivalent full-time relevant verifiable work experience.

For more information please visit our website apc.edu.au.

ENGLISH LANGUAGE PROFICIENCY -

- General English – Upper Intermediate Level; or
- Equivalent English Proficiency Skills test result as per the attached comparison [table](#).

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course structure

The course is delivered in twelve subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

| Subject code and name | Unit of Competency |
|--|---|
| A30067 Marketing Strategy | BSBMKG621 Develop organisational marketing strategy |
| A30068 Marketing Plan | BSBMKG623 Develop marketing plans |
| A30069 Marketing Processes | BSBMKG622 Manage organisational marketing processes |
| A30070 Marketing Networks | BSBTWK601 Develop and maintain strategic business networks |
| A30071 Marketing Research 2 | BSBMKG624 Manage market research |
| A30072 International Marketing Programs | BSBMKG625 Develop and manage international marketing programs |
| A30073 Advertising Campaigns 1 | BSBMKG626 Develop advertising campaigns |
| A30074 Advertising Campaigns 2 | BSBMKG627 Execute advertising campaigns |
| A30075 Innovation 2 | BSBSTR601 Manage innovation and continuous improvement |
| A30076 Problem solving | BSBCRT611 Apply critical thinking for complex problem solving |

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your teacher will give you more comprehensive information about each assessment task. You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

Unit Overview

BSBCRT611 - Apply critical thinking for complex problem solving - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|--|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Scope problem solving process | 1.1 Identify complex issue for resolution within scope of job role and in consultation with relevant stakeholders 1.2 Document task objectives and risks involved in pursuing identified issue 1.3 Research legislative frameworks and organisational policy or procedures applicable to identified issue 1.4 Calculate required resources and present to relevant stakeholders |
| 2. Lead solution development process | 2.1 Facilitate ideation session with relevant stakeholders 2.2 Evaluate formulated solutions for advantages and limitations using critical thinking techniques 2.3 Apply decision-making processes to select most viable solution 2.4 Prepare a brief on proposed solution according to organisational policy and present to key stakeholders |
| 3. Refine solution for implementation | 3.1 Develop a feedback register to systematically record feedback according to organisational requirements 3.2 Refine proposal based on analysis of feedback 3.3 Seek necessary approvals to implement solution |

BSBLDR601 - Lead and manage organisational change - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|--|---|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Develop change management strategy | 1.1 Identify major operational change requirements according to organisational objectives, performance gaps, business opportunities or threats, and management decisions 1.2 Assess risks and opportunities presented by operational change requirements 1.3 Consult stakeholders, specialists and experts to confirm the change management opportunities and process |
| 2. Implement change management strategy | 2.1 Assign resources to the project and confirm reporting protocols with relevant stakeholders 2.2 Develop communication or education plan, in consultation with relevant personnel 2.3 Arrange and manage activities for delivery of communication or education plans |
| 3. Evaluate change management strategy | 3.1 Assess performance of communication or education plan against objectives 3.2 Identify and respond to barriers to the change according to risk management plans and organisational objectives 3.3 Modify communication or education plan according to change program objectives |

BSBLDR602 - Provide leadership across the organisation - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|---|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Communicate organisational mission and goals | 1.1 Confirm objectives, values and standards according to organisation's strategic direction 1.2 Establish links between organisational objectives, values and standards and the responsibilities of relevant groups and individuals 1.3 Confirm that media and language used for communicating organisational mission and goals meets the needs of individuals and group 1.4 State expectations of internal groups and individuals 1.5 Investigate incidents and communicate results to relevant groups and individuals according to organisational policies and procedures |
| 2. Influence groups and individuals | 2.1 Make decisions according to organisational policies and procedures and work task timeframes 2.2 Facilitate improvements to organisational and workplace policies and procedures 2.3 Facilitate integration of global environment and new technology into work activities 2.4 Represent organisation in the media and community |
| 3. Build and support teams | 3.1 Assign accountabilities and responsibilities to teams according to competencies and operational plans 3.2 Resource teams to allow them to achieve their objectives 3.3 Create and maintain a positive work environment 3.4 Encourage teams and individuals to develop innovative approaches to work tasks |
| 4. Demonstrate personal and professional competence | 4.1 Model ethical conduct in own work and encourage others to adopt business ethics 4.2 Adapt interpersonal and leadership styles to meet circumstances and situations 4.3 Set and aim to achieve personal objectives and work program outcomes 4.4 Engage in professional development activities and industry and professional networks and groups |

BSBOPS601 - Develop and implement business plans - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|--|---|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Establish business plan | 1.1 Identify organisational and legislative frameworks relevant to development of a business plan 1.2 Review market requirements for the organisation's products and service 1.3 Identify and assess business requirements, objectives, competitors and established plans 1.4 Develop performance objectives and measures for business plan, in consultation with relevant stakeholders 1.5 Identify financial, human and physical resource requirements for the business |

| ELEMENT | PERFORMANCE CRITERIA |
|--------------------------------|---|
| | 1.6 Develop business plan |
| 2. Implement business plan | 2.1 Communicate business plan to all relevant stakeholders 2.2 Confirm skilled labour is available to implement plan 2.3 Test performance measurement systems and refine, where required 2.4 Prepare reports on key aspects of the business 2.5 Report system failures, product and service failures and variances to the business plan as they occur |
| 3. Respond to performance data | 3.1 Analyse performance reports against planned objectives 3.2 Review performance indicators and refine, where required 3.3 Identify and coach under-performing staff 3.4 Establish ongoing review processes |

BSBSTR601 - Manage innovation and continuous improvement - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|--|---|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Establish ways of working within team | 1.1 Identify relevant team members and communicate ways of working objectives, expectations and desired outcomes 1.2 Identify and establish strategies to monitor and evaluate performance and sustainability of key systems and processes 1.3 Consult and seek advice from stakeholders, to identify opportunities for improvement 1.4 Communicate with and mentor team members on ways of working that contribute to continuous improvement 1.5 Communicate with and coach team members how they can be innovative |
| 2. Identify improvements | 2.1 Analyse performance reports and variance from organisational plans within workplace 2.2 Identify and analyse changing trends and opportunities relevant to the workplace 2.3 Collect data and analyse areas for improvement in supply chains, and operational and service systems 2.4 Conduct a gap analysis of supply chains, and operational and service systems and identify improvement needs and opportunities 2.5 Communicate with and agree on team members identified improvement needs and opportunities 2.6 Identify learning opportunities for team members |
| 3. Implement innovative processes | 3.1 Confirm objectives, timeframes, measures and communication plans are in place to manage implementation 3.2 Address the impact of change and consequences for people and implement transition plans 3.3 Implement contingency plans in the event of non-performance 3.4 Follow up failure by investigation and analysis of causes and manage emerging challenges and opportunities 3.5 Confirm that learnings from activities are captured and managed using relevant knowledge management system |

| ELEMENT | PERFORMANCE CRITERIA |
|--|---|
| 4. Develop workplace culture and tools for continuous improvement, innovation and learning | 4.1 Evaluate continuous improvement systems and processes and innovation on a regular basis 4.2 Identify and communicate with stakeholders costs and benefits of innovations and improvements 4.3 Establish rewards for continuous improvement, innovation and learning 4.4 Seek and respond to feedback from relevant stakeholders' systems and processes for continuous improvement, innovation and learning |

BSBSTR602 - Develop organisational strategies - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|---|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Confirm vision and mission of the organisation | 1.1 Identify organisation's strategic direction, vision and mission 1.2 Consult with relevant stakeholders on required changes to vision and mission 1.3 Review and develop or revise organisational values to support the vision and mission statement 1.4 Seek support for strategic planning process from all relevant stakeholders |
| 2. Analyse internal and external environment | 2.1 Analyse and undertake research to understand external environment 2.2 Undertake political, economic, social, and technological (PEST) analysis 2.3 Undertake capability assessment of competitor organisations 2.4 Analyse organisation's strengths, weaknesses, opportunities and threats (SWOT) 2.5 Establish cooperative ventures, that are supported by risk and cost benefit analyses, according to organisational vision, mission and values and provide for due diligence, where required 2.6 Seek and respond to feedback from relevant stakeholders on analysis internal and external environments |
| 3. Develop strategic organisational plan | 3.1 Document relevant research and background for inclusion in the strategic plan 3.2 Develop objectives and strategies relevant for the future 3.3 Detail each strategy with a priority, a timeframe, responsible stakeholders and measurable performance indicators 3.4 Identify risks and develop a risk management plan 3.5 Circulate strategic plan and risk management plan for feedback and endorsement |
| 4. Implement strategic organisational plan | 4.1 Communicate strategic plan to all relevant stakeholders 4.2 Develop actions and initiatives for team members to undertake 4.3 Assign team members' roles in relation to strategic objectives 4.4 Use performance indicators to monitor progress in implementing plan and make refinements to plan 4.5 Evaluate achievement of objectives at agreed milestones with relevant stakeholders 4.6 Review effectiveness of plan and consider methods for improving strategic planning processes |

BSBHRM614 - Contribute to strategic workforce planning - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|--|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Research planning requirements | 1.1 Analyse strategic plans to determine strategic workforce direction, objectives and targets 1.2 Analyse organisational environment and identify emerging practices and trends that may impact on human resource management in the organisation 1.3 Identify future labour needs, skill requirements and sources of labour supply 1.4 Identify new technology and its impact on job roles and job design 1.5 Review recent and potential changes to industrial and legal requirements |
| 2. Contribute to development of strategic workforce plan | 2.1 Consult relevant managers about their workforce preferences 2.2 Agree on workforce philosophies, values and policies with relevant managers 2.3 Develop strategic objectives and targets for workforce services 2.4 Examine options for the provision of workforce services and analyse costs and benefits 2.5 Identify appropriate technology and systems to support agreed workforce programs and practices 2.6 Contribute input from consultation into strategic workforce plan and obtain senior management support for plan 2.7 Analyse risks associated with strategic workforce plan and develop risk mitigation strategies |
| 3. Support implementation of strategic workforce plan | 3.1 Work with relevant stakeholders and ensure that plan is implemented according to organisational objectives 3.2 Monitor and review the plan 3.3 Recommend adaptations to plan to account for changing circumstances 3.4 Evaluate and review performance against plan objectives |

BSBHRM615 - Contribute to the development of diversity and inclusion strategies - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|--|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Research opportunities for workforce diversity | 1.1 Review current organisational practices for recruiting, training, and promoting staff 1.2 Review current data on staff turnover, workforce demographics and local, regional and international population demographics 1.3 Identify and assess factors that affect current and future supply of workers 1.4 Assess opportunities for diversity within the organisation 1.5 Provide recommendations that support valuing and leveraging diversity to improve organisational practices and meet regulatory requirements |
| 2. Develop diversity and inclusion strategies in collaboration with others | 2.1 Confirm objectives to enhance diversity and inclusion within organisation with required stakeholders 2.2 Consult and establish management strategies that support valuing and leveraging diversity and inclusion 2.3 Communicate objectives and rationale to relevant stakeholders 2.4 Obtain agreement and endorsement for diversity and inclusion objectives and collaboratively establish targets 2.5 Contribute to development of required contingency strategies |

BSBSUS601 - Lead corporate social responsibility - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|---|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Identify context for corporate social responsibility | 1.1 Qualify and quantify the drivers for corporate social responsibility 1.2 Identify current benefits of, and barriers to, corporate social responsibility for organisation 1.3 Analyse legislation, regulation, standards and organisational policy affecting corporate social responsibility 1.4 Identify future opportunities for socially responsible practices |
| 2. Establish corporate social responsibility policy | 2.1 Identify key stakeholders for organisational corporate social responsibility 2.2 Engage with stakeholders to develop corporate social responsibility objectives and policy 2.3 Develop change management provisions for corporate social responsibility strategy 2.4 Draft and incorporate social responsibility strategy into required organisational systems, procedures and processes 2.5 Prepare and distribute documentation regarding corporate social responsibility strategy |
| 3. Monitor and evaluate corporate social responsibility | 3.1 Conduct review of corporate social responsibility integration with relevant people 3.2 Evaluate corporate social responsibility against organisational sustainability objectives 3.3 Recommend improvements to corporate social responsibility policy and practices |

BSBPMG637 - Engage in collaborative alliances - Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|---|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Identify opportunities for collaboration and develop collaborative alliances | 1.1 Identify and evaluate opportunities for collaborative alliances according to organisational and program objectives 1.2 Identify and evaluate potential collaborators according to organisational policies 1.3 Initiate and develop relationships with potential collaborators according to organisational policies and procedures |
| 2. Establish collaborative agreements | 2.1 Initiate, negotiate, agree and document a collaborative approach with parties which adhere to organisational policies and relevant legal requirements 2.2 Approve and review each formal agreement to ensure continuation of envisaged value and to identify potential need for changes and additions according to organisational policies and procedures 2.3 Develop collaboration plans for each agreement to support implementation |
| 3. Support the evolution of collaborative agreements | 3.1 Monitor and nurture relationships with collaborators 3.2 Assess performance of all parties to an agreement against organisational and program objectives and expected results, and address variances 3.3 Make changes to agreements as required according to organisational policies and procedures |

Employability Skills

- **Reading and Analysis:** Students will learn to access, interpret, analyse, and evaluate complex marketing texts and consumer behaviour data. This skill is crucial in the workplace for understanding consumer trends and making strategic marketing decisions.
- **Writing and Communication:** The course equips students with the ability to prepare detailed marketing plans, articulate complex promotional strategies, and revise and edit advertising copy. This skill is highly valued in the workplace as it ensures clear and effective communication, which is key to successful marketing strategies.
- **Oral Communication and Presentation:** Students will develop proficiency in explaining and presenting marketing strategies to a range of simulated audiences both of personnel and clients. This skill is essential in the workplace for effective team communication and client engagement, fostering strong relationships and successful campaign outcomes.
- **Numeracy and Budget Management:** Students will gain the capability to analyse and manage complex numerical information relating to marketing budgets, targets, and sales data. This skill is vital in the workplace for managing budgets, setting targets, and making data-driven marketing decisions.
- **Self-management and Accountability:** The course teaches students to work autonomously, make high-level marketing decisions, adhere to organisational policies and objectives, and understand their own legal and ethical rights and responsibilities within the Australian framework. This skill is critical in the workplace as it promotes responsibility, accountability, and adherence to professional marketing standards.
- **Teamwork and Collaboration:** Students will learn to collaborate with others to achieve joint outcomes in marketing projects, playing an active role in facilitating effective group interaction. This skill is essential in the workplace as it fosters a collaborative culture, which is key to achieving marketing goals.
- **Planning and Organising:** Students will develop proficiency in using logical planning processes to manage complex marketing campaigns, sequence and schedule promotional activities, and make decisions in relatively complex situations. This skill is crucial in the workplace for managing marketing projects, meeting deadlines, and achieving organisational goals.
- **Problem Solving and Innovation:** The course equips students with the ability to use problem-solving processes to identify key marketing issues, evaluate alternative strategies, anticipate consequences, and consider implementation issues and contingencies.
- **Technology and Digital Strategies:** Students will gain competence in using a range of digital technologies and systems to access, store, share, and present marketing information.
- **Initiative and Enterprise:** Students will learn to adhere to organisational policies and procedures, consider their own role in terms of its contribution to broader marketing goals, and recognise the potential of new approaches to enhance marketing practices and outcomes. This skill is crucial in the workplace as it encourages marketing innovation, adaptability, and a proactive approach to work.
- **Learning and Improvement:** The course encourages students to evaluate their own performance to identify opportunities for improvement and actively look for ways to maintain and improve their own skills and performance. This skill is essential in the workplace as it promotes continuous learning and improvement, which are key to career growth and success in the marketing field.