

# Diploma of Marketing Pathway

## Stage 1: BSB41307 Certificate IV in Marketing

	Subject	Embedded Unit(s) of Competency
<b>Computing</b>	Develop Text Documents	BSBITU401A Design and develop complex text documents
	Databases	BSBITU301A Create and use databases
	Use Business Technology <sup>1</sup>	BSBWOR204A Use business technology
	Develop Keyboard Skills <sup>1</sup>	BSBITU102A Develop keyboard skills
	Presentation Graphics <sup>2</sup>	BSBITU302A Create electronic presentations
<b>Communication</b>	Make a Presentation	BSBCMM401A Make a presentation BSBCRT401A Articulate, present and debate ideas
	Write Business Documents	BSBWRT401A Write complex documents
	Research and Reporting	BSBRES401A Analyse and present research information
<b>Marketing</b>	Introduction to Marketing <sup>3</sup>	BSBSMB403A Market the small business
	Identify the Market	BSBMKG401B Profile the market
	Consumer Behaviour	BSBMKG402B Analyse consumer behaviour for specific markets
	Conduct Market Research	BSBMKG408A Conduct market research
<b>Financial</b>	Manage Budgets	BSBFIM501A Manage budgets and financial plans

<sup>1</sup> Computing prerequisite units; only delivered if competency not previously achieved

<sup>2</sup> This unit of competency is prerequisite for BSBCMM401A

<sup>3</sup> Unit of competency BSBSMB403A is only partially completed. It is used to introduce key marketing concepts.

## Stage 2: BSB51207 Diploma of Marketing

	Subject	Embedded Unit(s) of Competency
<b>Marketing</b>	Introduction to Marketing <sup>4</sup>	BSBSMB403A Market the small business
	Evaluate Marketing Opportunities	BSBMKG501B Identify and evaluate marketing opportunities
	Establish Marketing Mix	BSBMKG502B Establish and adjust the marketing mix BSBMKG507A Interpret market trends and developments
	Plan Market Research	BSBMKG506B Plan market research
	Conduct a Marketing Audit	BSBMKG515A Conduct a marketing audit
<b>Financial</b>	Manage Budgets <sup>4</sup>	BSBFIN501A Manage budgets and financial plans
<b>AND</b>		
<b>General Stream</b>	Plan Direct Marketing Campaigns	BSBMKG508A Plan direct marketing activities
	Identify the Market <sup>4</sup>	BSBMKG401B Profile the market
<b>OR</b>		
<b>Public Relations Stream</b>	Develop Knowledge of the Public Relations Industry	BSBPUB401A Develop and apply knowledge of public relations industry
	Manage Fundraising and Sponsorship Activities	BSBPUB503A Manage fundraising and sponsorship activities

<sup>4</sup> Competency will be achieved within Stage 1.