



Windsor Institute of Commerce



Diploma of Business Marketing BSB50701



(CRICOS Code 046387G)

To be awarded a Diploma learners' must demonstrate competency in 8 units of competency at AQTF level V. The course described here has been developed as a standard course of learning that is suitable for learners progressing to Diploma and Advanced Diploma Level studies and then on to further academic studies. It is also suitable for senior line management employees in the workplace take responsibility for their own outputs in relation to broad quantity and quality parameters; take some responsibility for the achievement of group outcomes where they are expected to apply known solutions to a predictable range of problems and to take responsibility for their own work outputs and some limited responsibility for the outputs of others.

Subject	Nominal Hours	Competency	Description
Introduction to Marketing	80	BSBMKG 301 A	Research the market
		BSBMKG 302 A	Identify marketing opportunities
		BSBMKG 401 A	Profile the market
		BSBMKG 405 A	Implement and monitor marketing activities
Marketing Principles	80	BSBMKG 501 A	Evaluate marketing opportunities
		BSBMKG 502 A	Establish and adjust the marketing mix
Marketing Practice	80	BSBMKG 503 A	Develop a marketing communications plan
		BSBMKG 504 A	Implement a marketing solution
		BSBMKG 505 A	Review marketing performance
Total Nominal Hours	480		
Delivery	Lectures in support of the competencies may be delivered consecutively or concurrently over a multiple week cycle. Flexible learning pathways are offered within the study sessions to maximise the learning experience.		

Elective units of competency

Students are required to demonstrate competency in two of the following grouped units of competency (subjects) to qualify for this course:

Customer service	80	BSBFLM 507 A	Manage quality customer service
Management Studies	80	BSBFLM505A	Manage operational plan
		BSBFLM506A	Manage workplace information systems
Human Resources Management	80	BSBMGT506A	Recruit, select and induct staff
		BSBHR505A	Manage remuneration and employee benefits
Industrial Relations	80	BSBHR507A	Manage separation / termination
		BSBHR504A	Manage industrial relations policies and processes
Human Resource Development	80	BSBMGT 502A	Manage people performance
		BSZ502 A	Design and establish the training system
Organizational Behavior	80	BSBFLM 503 A	Establish effective workplace relationships
		BSBFLM 504 A	Facilitate work teams
Leadership	80	BSBFLM 502 A	Provide leadership in the workplace
Continuous Improvement	80	BSBFLM 509 A	Promote continuous improvement
Learning Organizations	80	BSBFLM 511 A	Develop a workplace learning environment
Business Law	80	BSBSBM 401 A	Establish business & legal requirements
Managing Finance	80	BSBMGT 503 A	Prepare budgets and financial plans
		BSBMGT 504 A	Manage budgets and financial plans
Accounting	80	BSBADM 308 A	Process payroll
		BSBADM 309 A	Process accounts payable and receivable
		BSBADM 310 A	Maintain a ledger



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Diploma

The worker will normally be engaged in a workplace in which they:

- demonstrate understanding of a broad knowledge base incorporating theoretical concepts, in some cases in substantial depth;
- analyse and plan approaches to technical problems or management requirements;
- transfer and apply theoretical concepts and/or technical or creative skills to a range of situations;
- evaluate information, using it in forecasting for planning or research purposes;
- take responsibility for their own outputs in relation to broad quantity and quality parameters;
- take some responsibility for the achievement of group outcomes.