BSB50620

Diploma of Marketing and Communication

Core Units (5)

BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBMKG552	Design and develop marketing communication plans
BSBMKG555	Write persuasive copy
BSBPMG430	Undertake project work

Elective Units (7)

BSBMKG543	Plan and interpret market research
BSBMKG545	Conduct marketing audits
BSBMKG551	Create multiplatform advertisements for mass media
BSBCMM511	Communicate with influence
BSBPEF501	Manage personal and professional development
BSBOPS501	Manage business resources
BSBPMG535	Manage project information and communication

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v0 | Updated 27.02.26