

**Learning and Assessment Materials
available for
BSB60507 Advanced Diploma of Marketing
(Full coverage)**

	Paper-based delivery	Online delivery
CORE UNITS		
BSBMKG603B	Manage the marketing process	✓
BSBMKG607B	Manage market research	✓
BSBMKG608A	Develop organisational marketing objectives	✓
BSBMKG609A	Develop marketing plan	✓
ELECTIVE UNITS		
BSBCOM603B	Plan and establish compliance management systems	✓
BSBFIM601A	Manage finances	Under development
BSBINN601B	Manage organisational change	✓
BSBMGT605B	Provide leadership across the organisation	✓
BSBMGT608B	Manage innovation and continuous improvement	✓
BSBMGT616A	Develop and implement strategic plans	✓
BSBMGT617A	Develop and implement business plan	✓

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If you wish to discuss your organisation's requirements, please call us on: 03 9815 7000 and press 1 to speak with our Products and Services team.

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ELECTIVE UNITS (continued)			
BSBMKG605B	Evaluate international marketing opportunities	Under development	
BSBMKG606B	Manage international marketing programs	Under development	
BSBOHS601B	Develop a systematic approach to managing OHS	✓	
BSBRSK501A	Manage risk	✓	✓
BSBSUS501A	Develop workplace policy and procedure for sustainability	✓	✓

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