

BSB60520 Advanced Diploma of Marketing & Communication Course Material list



Type	Unit Code	Unit Name	Unit Price (inc GST)	Photocopy Fees	Binding Fees
Elective	BSBLDR601	Lead and manage organisational change	\$33	\$22.5	\$3
Elective	BSBOPS601	Develop and implement business plans	\$33	\$22.5	\$3
Elective	BSBINS601	Manage knowledge and information	\$23	\$22.5	\$3
Elective	BSBPMG634	Facilitate stakeholder engagement	\$23	\$22.5	\$3
Elective	BSBPMG636	Manage benefits	\$23	\$22.5	\$3
Elective	BSBMKG626	Develop advertising campaigns	\$23	\$22.5	\$3
Elective	BSBTEC601	Review organisational digital strategy	\$23	\$22.5	\$3
Core	BSBMKG621	Develop organisational marketing strategy	\$23	\$22.5	\$3
Core	BSBMKG622	Manage organisational marketing processes	\$23	\$22.5	\$3
Core	BSBMKG623	Develop marketing plans	\$23	\$22.5	\$3
Core	BSBTWK601	Develop and maintain strategic business networks	\$23	\$22.5	\$3
Elective	BSBMKG624	Manage market research	\$23	\$22.5	\$3
Subtotal			\$296	\$270	\$36
Total					\$602