



Certificate IV in Marketing and Communication

BSB42415

Course Overview:

The Certificate IV in Marketing is designed to introduce students to fundamental marketing knowledge while developing a comprehensive understanding of digital marketing, consumer behaviour, leadership skills and networking. Students who completed this course will be able to work in the corporate sector and provide guidance to others with solid marketing foundation.

Key Features:

Qualification: Certificate IV in Marketing and Communication

Course Code: BSB42415

Duration: 52 Weeks

Study Hours: 14 hours per week with 11 hours distance/online/external study

Delivery Mode: Face to face study

Location: On campus

Qualification Level: Certificate IV

Nationally recognised:

Entry Requirements:

- All students must of the age of 18 years or over at the time of application, AND
- Have successfully completed an Australian Year 12 qualification or equivalent, AND
- International students need to have IELTS score of 5.5 with no band less than 5.0, or equivalent test in line with DIBP regulations.
- Students will also be considered without the minimum education requirements but with relevant work experience within chosen area of study and a demonstrated capacity to meet course requirements.



Program Outline:

Participants need to complete 12 units of competency, including 5 core units plus 7 elective units.

Core unit

BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BSBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry

Elective Units

BSBMKG401	Profile the market
BSBMKG408	Conduct market research
BSBMKG413	Promote products and services
BSBPRO401	Develop product knowledge
BSBRES401	Analyse and present research information
BSBWRT401	Write complex documents
BSBCUS401	Coordinate implementation of customer service strategies

Employment Pathway

Provides participants with the skills to obtain the following occupational position as a Direct Marketing Officer, Market Research Assistant, Marketing Coordinator, Marketing Officer, or Public Relations Officer.