

CERTIFICATE IV MARKETING & COMMUNICATION

COURSE OVERVIEW

This course reflects the role of individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

This course will be beneficial if you're looking to pursue the career pathway of Marketing Officer or Public Relations Officer, or simply want to get your foot in the door in the marketing field.



MELBOURNE (CBD)



52 WEEKS

(INCLUDING HOLIDAYS)



ASSESSMENT METHODS AND FACILITIES

This course is delivered face-to-face, through a combination of tutorials and computer lab workshops. You will be assessed through written tests, computer-based tasks and assignments

Equipment includes -Fully Equipped computer labs, business software and student PCs, printed and online recourses, spacious classrooms and free internet access.

ENTRY REQUIREMENTS



18 YEARS OLD



YEAR 12 OR EQUIVALANCE



IELTS

**IELTS SCORE OF 5.5
WITH NO BAND LESS THAN 5.0**



COURSE STRUCTURE

UNITS	TITLE
BSBMKG433	Undertake Marketing Activities
BSBOPS404	Implement Customer Service Strategies
BSBXCM401	Apply Communication Strategies in the Workplace
BSBTEC303	Create Electronic Presentations
BSBCMM411	Make Presentations
BSBCRT412	Articulate, Present and debate Ideas
BSBMKG439	Develop and apply knowledge of communication industry
BSBWRT411	Write Complex Documents
BSBOPS501	Manage Business Resources
BSBMKG435	Analyze Consumer Behavior
BSBMKG431	Access Marketing Opportunities
BSBMKG434	Promote Products and Services

