

110957J–BSB40820 Certificate IV in Marketing and Communication

Course Overview

This qualification 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.

Quick Facts

Course name: Certificate IV in Marketing and Communication

VET National Code: BSB40820

CRICOS Course Code: 110957J

Duration: 52 (including 12 Weeks holiday)

Tuition Fee: \$12,000 per year.

Job Opportunities

- Public Relations Officer
- Media Planner
- Direct Marketing Officer
- Assistant Advertising Account Planner
- Sales Administrator
- Assistant Account Manager (Advertising)
- Marketing Officer
- Advertising Account Coordinator
- Market Research Assistant
- Analyst
- Marketing Coordinator
- Promotions Assistant Manager

Entry Requirements

International Students

Completed equivalent to Australian Grade 12, and demonstrated English proficiency level as per below:

- All students must be over 18
- Achieved IELTS band 6 *(with no individual band below 5.5) or equivalent score in acceptable English Language Tests (PTE, TOEFL, or OET) Or Minimum test score IELTS 5 or equivalent with either 20 weeks ELICOS.
- Completion of Certificate IV or higher-level qualification in Australia in the last two years Or
- Achieved satisfactory score in English placement test as conducted by the College (Level 3 or higher in CSPA ACER LLN test will meet the requirements for this purpose)

*You must have completed the English language test within either:

- the 2 years before the date your visa application is lodged.
- the 2 years before a decision is made on your visa application if you did not provide evidence of the English language test at the time your application was lodged.

Please contact the College for further information

Assessment method

Assessments will be conducted through a combination of questioning, reports, presentations, role-plays and observations.

Recognition of Prior Learning

We offer everyone the opportunity to apply for Recognition of Prior Learning (RPL) at enrolment. Students may be granted credit or partial credit in recognition of skills and knowledge gained through work experience, life experience and/or prior training.

Pathways

Upon successful completion of BSB40820 Certificate IV in Marketing and Communication, you may pursue Diploma of Marketing and Communication.

Study Location

CAC Sydney Campus – Level 1, 7 Hassall Street, Parramatta, NSW 2150

Course Structure

Total number of units = 12

6 core units plus

6 elective units, of which:

- 2 elective units must be selected from Group A
- 2 elective units must be selected from Group B

for the remaining 2 elective units:

- up to 2 units may be selected from Groups A and B

Website info Choice Academic College

BSB40820 Certificate IV in Marketing and communication

- if not listed, up to 2 units may be selected from a Certificate III, Certificate IV or Diploma from this or any other currently endorsed Training Package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment

and contribute to a valid, industry-supported vocational outcome.

The units delivered by CAC are as follows:

Unit Code and Unit Name

Core

BSBCMM411 Make presentations

BSBCRT412 Articulate, present and debate ideas

BSBMKG439 Develop and apply knowledge of communications industry

BSBMKG435 Analyse consumer behaviour

BSBMKG433 Undertake marketing activities

BSBWRT411 Write complex documents

Elective

BSBMKG434 Promote products and services

BSBMKG440 Apply marketing communication across a convergent industry

BSBOPS404 Implement customer service strategies

BSBTWK503 Manage meetings

BSBFIN401 Report on financial activity

BSBPEF402 Develop personal work priorities



CAC has relationships with Education Agents to recruit students on our behalf. For a full list of our approved Agents, please refer to the Our Agents page on our website.

Intake Dates : 2024

Term 1

09Jan 05Feb

04Mar 01Apr

Term 2

4 May 01 May

24 June

Term 3

22 Jul 19 Aug

16 Sep

Term 4

14 Oct 11 Nov

09 Dec

USI

All students undertaking nationally recognised training must have a USI in order to receive a qualification.