



BSB42415 Certificate IV in Marketing and Communication

National ID: BSB42415 | State ID: AZJ8

About this course

Marketing and communications is a dynamic and evolving industry, where no two days are ever the same!

More and more our decision making is being influenced by savvy marketing and communications professionals. As part of this qualification, students will learn about social media, market research, e-commerce, buyer behaviour, creative design, advertising, strategic planning, managing budgets and trends that are currently shaping the marketing world. This course will suit employees or volunteers currently undertaking marketing tasks, entrepreneurs, business owners, people re-entering the workforce or wanting a career change and those who are passionate about marketing, advertising and communications.

Overview

Semester 1, 2020

Geraldton Campus - Classroom



Duration: **12 Month/s**



**JOBS &
SKILLS WA**

RTO code: 52789
Printed: 17/02/2020



When: **Semester 1, 2020**



How: **Face to face (class room)
Full-Time**

Units

Core

National ID	Unit Title
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

National ID	Unit Title
BSBCUS401	Coordinate implementation of customer service strategies
BSBMKG401	Profile the market
BSBMKG408	Conduct market research
BSBMKG413	Promote products and services
BSBMKG419	Analyse consumer behaviour
BSBMKG420	Create digital media user experiences
BSBMKG502	Establish and adjust the marketing mix

Entrance requirements

School Leaver	Non-School Leaver	AQF
C Grades in Year 11 WACE General English, and OLNA; or NAPLAN 9 Band 8	C Grades in Year 11 English and Maths or equivalent	Certificate II or Certificate III

Job opportunities

- Marketing Officer / Coordinator
- Community Relations Team Leader
- Media Assistant Sales Administrator
- Copywriter Public Relations Officer
- Advertising Account Assistant / Coordinator
- Market Research Assistant Media Planner

Fees and charges

Find our Indicative Price List [here](#).

At Central Regional TAFE, three types of fees may be charged.

Course Fees

The course fee is determined by multiplying the tuition fee rate by the nominal hours, which is the number of hours in which an average student could be expected to complete each unit.

Resource Fees

Resource fees are charges for materials that are considered essential to a course or unit of study and which do not form part of the course fee. The resource fee covers materials purchased by the College to be consumed or transformed by students in the course of instruction, such as workshop materials, workbooks and essential uniforms.

Other Fees

Other fees may be charged for goods or services that are not essential to the course such as parking, membership to student organisations and security passes.

In addition to these fees students may need to purchase textbooks, uniforms and other course specific equipment. Your Pre Enrolment Information package will provide additional information if these are required.

Please note, fees are subject to change.