



# KAB79 Guerilla Marketing Skills Set

National ID: KAB79 | State ID: KAB79

## About this course

**In marketing, guerrilla techniques mostly play on the element of surprise, rely on creative execution and are often inexpensive to implement.**

Guerilla marketing sets out to create unconventional campaigns that attract attention. In this course you will explore the new landscape of promoting products and services in a much-changed environment and marketplace. You will explore how to promote products and services using inexpensive, high impact methods whilst still staying true to your brand voice, and addressing your target market's new altered needs. You will develop the skills of creative thinking and reflective critical analysis.

This course is ideal for:

- Business enthusiasts
- Entrepreneurs
- Business owners
- Current business students
- and anyone curious about the world of business

## Course content

The below nationally recognised unit of competency is included in this course:

BSBMKG413 Promote products and services

## Enrolment & Enquiries

For more information about this course and to enrol:

**Contact:** Wilna Fourie | Lecturer- Geraldton Campus

9956 6176 | 1800 672 700

**Email:** info@crtafe.wa.edu.au

**Enquiry Form:** Complete the course enquiry form below.

To find out more about studying with us please also refer to our Course Guide and Student Information Pack.

## Overview

Training at CRTAFE will be offered with a blended, flexible delivery model to enable social distancing measures during the COVID-19 pandemic. This approach may include a combination of online and classroom based delivery, as well as practical and work experience placements. While the mode of delivery may vary, the content and key learning outcomes of the course will remain the same. Lecturers will provide specific instructions to their student groups on how training will be undertaken and the support available to them.

## Semester 2, 2020

### Geraldton Campus - Guerilla Marketing Skills Set - 13 to 20 August



Duration: **2 Week/s**



When: **Semester 2, 2020**



How: **Face to face (class room)  
Skill set**

## Units

### Core



National ID

Unit Title

BSBMKG413

Promote products and services

## Study pathway

 [Certificate IV in Marketing and Communication](#)

Once successfully completed, this course can provide credit towards the below nationally accredited qualification:

## Important information

### Fee

\$120

## 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.**