

**BSB40820  
CERTIFICATE IV*****in Marketing and  
Communication***

Are you ready to launch your career in the field of marketing and communication? In this course, you'll learn the fundamental skills and knowledge required to confidently take on a role in the marketing department of an organisation.

You'll develop your ability to undertake a wide range of marketing activities including assessing marketing opportunities, applying marketing communications and will make yourself a valuable asset to your company. You'll also develop key communication skills, such as presenting information in a convincing way to a range of target audiences and building a relationship with customers.

***Learning Outcomes***


Through this course, you will gain fundamental skills and knowledge to:

- Analyse consumer behaviour
- Undertake marketing activities
- Assess marketing opportunities
- Apply marketing communication

***Career Opportunities***

Upon graduation, your newly acquired skillset means you could develop your career as a:

- Marketing Officer
- Marketing Coordinator
- Media Assistant
- Sales Administrator
- Promotions Assistant Manager



# Why choose ELC Career College?

As one of Australia's most established colleges, we know how to cater for all your needs.

- Over 35 years' experience teaching and supporting students, so you can feel confident you will be in good hands
- Ideal city centre location
- Large college premises with modern learning facilities and comfortable break out areas for eating, relaxing, socialising as well as quiet study
- Trainers highly experienced both in their area of expertise and teaching
- Courses custom-designed to focus on real-world career skills
- Unique methodology to keep you engaged and motivated
- Course package options for long-term study pathways
- Payment plans available to manage your budget
- Timetable options to suit your lifestyle



## *The experts in international education*

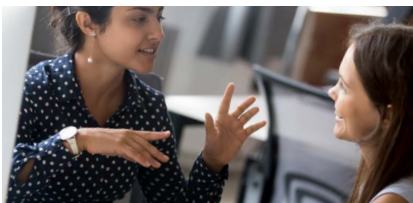
ELC Career College has earned a reputation for delivering quality tuition in English and vocational education for international students. We have strategies in place to make it easy for you to achieve your further study goals, including:

- Course units carefully selected for a global audience
- Extra support and practical tasks to help you understand your lessons
- Trainers specialised in teaching non-native English speakers

## *Focus on 21st Century skills*



All our courses are founded on the blend of 3 essential features



### **Workplace Communications**

The verbal and written communication skills needed to do your job effectively, create a positive impression and make an impact.



### **Business Competence**

The knowledge required to engage in, lead and manage the operations of a business.



### **Transferable Skills**

Skills highly valued by employers that will give you an edge in whatever job you do.

## Course Units

### Module A - Marketing & communication

Unit Name	Unit Description
BSBCMM411 <b>Make presentations</b>	Learn how to prepare, deliver and review presentations for a range of purposes, such as marketing or training. Develop your skills to communicate a range of concepts and ideas to various target audiences.
BSBWRT411 <b>Write complex documents</b>	Improve your written business correspondence and advance your career by being able to produce workplace documents that are effective, appropriate in style and format and which are professional and impactful.
BSBCRT412 <b>Articulate, present and debate ideas</b>	Learn to communicate your ideas persuasively at work and in your broader life. You will become more skilled at developing and presenting ideas that may be complex in nature and may relate to new products, services, processes or creative works.

### Module B - Marketing activities

Unit Name	Unit Description
BSBMKG439 <b>Develop and apply knowledge of communications industry</b>	Learn about current issues and trends which affect the communications industry including digital communications technologies and their impact. Apply your knowledge and skills to develop and finalise communications deliverables.
BSBMKG433 <b>Undertake marketing activities</b>	Gain the skills and knowledge required to perform a range of basic activities such as supporting marketing activities for a product or service, researching marketing practices of the organisation and planning and implementing a marketing activity.
BSBMKG435 <b>Analyse consumer behaviour</b>	In this unit you will learn to analyse consumer behaviour to examine factors that impact on decisions to purchase products or services and make recommendations on marketing strategies to increase consumption of the product or service being marketed.

### Module C - Marketing opportunities

Unit Name	Unit Description
BSBMKG431 <b>Assess marketing opportunities</b>	Gain the skills and knowledge required to identify and evaluate marketing opportunities, select preferred marketing opportunities in consultation with relevant personnel and document and present selected opportunities to management.
BSBMKG440 <b>Apply marketing communication across a convergent industry</b>	Learn to apply marketing communication to products and services across multiple media channels. This includes understanding traditional marketing roles and client groups and developing new tools and solutions for the convergent media environment.
BSBCRT411 <b>Apply critical thinking to work practices</b>	Develop essential high-level critical thinking skills for the workplace. These are highly valued by employers in anyone involved in reviewing, finding creative solutions to issues and developing work processes, products or services.





### Module D - Promotion & e-marketing

Unit Name	Unit Description
BSBMKG434 <b>Promote products and services</b>	Learn to create and evaluate electronic advertisements for internet, mobile phones, and digital media marketing. This will enable you to effectively convey marketing communications and achieve objectives in alignment with marketing or e-marketing plans.
BSBMKG442 <b>Conduct e-marketing communications</b>	Develop the skills and knowledge to create and evaluate electronic advertisements for internet, mobile phones and digital media marketing. Learn how to convey marketing messages effectively to execute e-marketing strategies.
BSBTWK401 <b>Build and maintain business relationships</b>	Develop your skills for networking and negotiation and have affective working relationships within and beyond your organisation. Develop communications skills to build rapport with contacts and promote business opportunities. Use problem-solving techniques to negotiate solutions, develop strategies to represent organisational interest to contacts and lots more.





## Delivery Mode

 <b>Lecture</b>	 <b>Tutorial</b> <i>(Supported learning)</i>	 <b>Workshop</b> <i>(Supported learning)</i>	 <b>Self-paced</b> <b>online learning</b>
<b>5hrs/w</b>	<b>1hr45/w</b>	<b>6hr45/w</b>	<b>6hr30/w</b>
Live lectures delivered by trainers with real life experience	Small classes focused on developing and practising key capabilities required for assessment	Collaborative tasks aimed at applying skills and knowledge in simulated workplace conditions	Structured activities available from our e-learning platform, designed to reinforce skills acquisition
On campus			Online

## Timetable

Time	Monday	Wednesday
2:45pm - 4:30pm	Tutorial	Workshop
4:30pm - 5:00pm	Break	Break
5:00pm - 10:00pm	Lecture	Workshop

NB: Timetables are subject to change.

## Resources

Our resources are carefully developed to meet the needs of international students: they include extra support and practical tasks to help you understand the content clearly. All course materials and workbooks are available to download for free from your e-learning platform.

## Assessment

You will be assessed through a combination of assessment types such as written assignments, case studies, reports, group tasks, portfolios and presentations. You must successfully pass all units to complete the qualification.

## Program Dates

This qualification is delivered over **4 terms** of **9 weeks**.

Your exact enrolment and break lengths depend on your start date, as detailed below:

		COURSE START DATE	COURSE END DATE	STUDY WEEKS	SCHEDULED BREAKS	TOTAL ENROLMENT LENGTH
CHOOSE BETWEEN 8 INTAKES IN 2025	January	28 Jan 2025	5 Dec 2025	36 weeks	9 weeks	45 weeks
	*February	24 Feb 2025	20 Feb 2026	36 weeks	16 weeks	52 weeks
	April	22 Apr 2025	27 Mar 2026	36 weeks	13 weeks	49 weeks
	*May	19 May 2025	15 May 2026	36 weeks	16 weeks	52 weeks
	July	14 July 2025	19 June 2026	36 weeks	13 weeks	49 weeks
	*August	11 Aug 2025	7 Aug 2026	36 weeks	16 weeks	52 weeks
	October	7 Oct 2025	11 Sept 2026	36 weeks	13 weeks	49 weeks
	*November	3 Nov 2025	30 Oct 2026	36 weeks	16 weeks	52 weeks

\*The February, May, August and November intakes are mid-term intakes, with a mid-term course end date.

## Entry Requirements

<b>Age</b>	Be aged 18 years or over
<b>Academic</b>	Successful completion of Australian Year 12 or international equivalent
<b>English Level</b>	IELTS proficiency level of 5.5 or above or equivalent

Note that students are expected to bring their own laptop or tablet for home and classroom use

## Package Options

Most of our students choose to enrol into 2 or more courses, packaged up in 1 student visa:



### Need English?

Study at our English school, English Language Company



### Aiming higher?

This course is the ideal foundation for the Diploma of Marketing



### Want to mix and match?

You can combine this course with other qualifications in Business or Leadership and Management



## Get social with us



@elccareercollege

## Interested?

To enrol, ask us questions or learn more about our wide range of programs, multiple package options, unique methodology, trainers' experience, welcoming premises, modern facilities or latest promotions, head to our website:  
[www.elc.edu.au/vocational/](http://www.elc.edu.au/vocational/)

**Already in Sydney?** Come in for a campus tour with one of our friendly course advisors: we are ideally located in the heart of Sydney, across the road from Town Hall station!



BSB40820 Certificate IV in Marketing and Communication (AQF – Level 4) is a nationally recognised qualification under the Australian Qualifications Framework (AQF).

CRICOS course code: 111885A

ELC Career College Pty Ltd

RTO: 91721

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