

**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

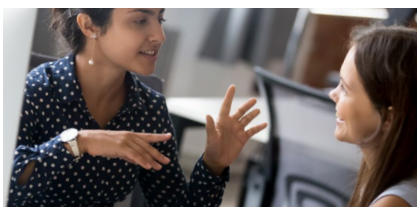
ELC Career College has earned a reputation for delivering quality tuition in English and vocational education for international students. We have strategies in place to make it easy for you to achieve your further study goals, including:

- 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 Make presentations	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 Write complex documents	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 Articulate, present and debate ideas	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 Develop and apply knowledge of communications industry	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 Undertake marketing activities	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 Analyse consumer behaviour	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 Assess marketing opportunities	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 Apply marketing communication across a convergent industry	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 Apply critical thinking to work practices	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 Promote products and services	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 Conduct e-marketing communications	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 Build and maintain business relationships	Develop your skills for networking and negotiation and have affective working relationships within and beyond your organisation. Develop communicatoions 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

 Lecture	 Tutorial <i>(Supported learning)</i>	 Workshop <i>(Supported learning)</i>	 Self-paced online learning
5hrs/w Live lectures delivered by trainers with real life experience	1hr45/w Small classes focused on developing and practising key capabilities required for assessment	6hr45/w Collaborative tasks aimed at applying skills and knowledge in simulated workplace conditions	6hr30/w 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 2024	January	29 Jan 2024	6 Dec 2024	36 weeks	9 weeks	45 weeks
	<i>*February</i>	26 Feb 2024	21 Feb 2025	36 weeks	16 weeks	52 weeks
	April	22 Apr 2024	28 Mar 2025	36 weeks	13 weeks	49 weeks
	<i>*May</i>	20 May 2024	16 May 2025	36 weeks	16 weeks	52 weeks
	July	15 July 2024	20 June 2025	36 weeks	13 weeks	49 weeks
	<i>*August</i>	12 Aug 2024	8 Aug 2025	36 weeks	16 weeks	52 weeks
	October	8 Oct 2024	12 Sept 2025	36 weeks	13 weeks	49 weeks
	<i>*November</i>	4 Nov 2024	31 Oct 2025	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

Age | Be aged 18 years or over

Academic | Successful completion of Australian Year 12 or international equivalent

English Level | 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/

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

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