Purpose of the Course:

The purpose of this qualification reflect the role of individuals who use well-developed marketing skills across a variety of contexts. Job titles might include direct marketing officers, market research assistants, marketing coordinators, marketing officers and public relations officers.

They are often adept problem solvers, can analyse information well and may have some limited responsibility for others. In most cases, individuals would usually report to a more senior marketing practitioner.

Entry Requirements:

- Students must be over 18 years of age,
- Students must have completed an overseas equivalent of Year 12
- Proficient in English. International students need an IELTS level of 6.0 overall with no individual band lower than 5.5, or a TOEFL 550 (paper PBT) 78 (computerised) or proof that the medium of instruction at school has been in English with a satisfactory grade in English in final examinations.
- To be able to read and comprehend course requirements
- Have an intermediate to advanced level of understanding of computers and the internet

Nominal Duration:

Total duration of the course is 20 hours per week for 52 weeks including 3 x 10 week terms, 1 x 12-week term and 12 weeks’ holiday.

This course is only offered as a full-time only and is not offered part-time or by distance education.

Delivery Location

- Level 2 & 7, 16 – 18 Wentworth Street, Parramatta, NSW, 2150
Course Fees:
Tuition Fee: $12,000
Enrolment Fee: $150
Material and Equipment Fee: $250
Total Fees: $12,400

Note: Some fees are non-refundable and fees may change without notice. See the enrolment form for fee refund policy details of refund arrangements and conditions and please check out web site or contact the college prior to enrolment to ensure fees are correct.

Delivery Strategy:
This program is delivered totally within an institution-based environment. This mode of delivery will combine theory-based material and practical sessions involving small discussion groups, individual and team activities and practical projects.

Throughout the entire training program participants will be provided with training and resource materials that contain various worksheets, handouts, additional reading materials (where required) and the assessment tasks. These materials will be sourced from a variety of commercial providers such as IBSA, SmallPrint Australia and will also be developed in-house.

Assessment Strategy:

Evidence is the term used to describe the information used to gain competency in each section of the course. It can be gathered in a variety of ways and the Trainer/Assessor will use a combination of these methods throughout and at the conclusion of the learning program. In some situations, the trainer/assessor will have number of different types of assessment activities to choose from and will be required to conduct a minimum of two or more assessments to judge competency in certain units.

Due to the nature of some units the number of assessment required will vary and the trainer/assessor will inform the students of the number being undertaken. The assessment matrix identifies the type of evidence that will be collected to enable judgments to be made about student’s success in units of competency. Assessments are conducted at various points though out a unit. It is at the discretion of the trainer/assessor as when these occur. This decision is based upon when an agreement is reach between both the trainer/assessor and the individual student.

Assessment methods may include:
• Role-plays
• Written examinations
• Written/Verbal questioning
• Case studies
• Practical Projects
• Research Reports
• Assignments used to assess required skills and knowledge

Assessment Outcome:
Students will be marked either Competent (C) or Not Yet Competent (NYC) for each unit of competency.

Customisation and Contextualisation:
This program has been designed to provide the best outcome for those seeking this qualification and to enable them to work in a variety of financial environments. The program and its learning and assessment materials maybe subject to customisation and contextualisation to suit the needs of individual clients where these needs have been identified and will be conducted in consultation with the relevant individual.

Recognition of Prior Learning:
Have you worked or studied in this field before? RPL allows you the opportunity to be recognised for skills, experience and study that you may have already attained.

To gain RPL you will need to contact the college for our RPL kit which will guide you through the process of presenting your evidence to us. RPL will only be granted before the start of the course, or within the first two weeks of starting of the course.

RPL can be applied for by overseas students with the following conditions:
• You are still required to attend full-time study
• The duration of the course is reduced affecting your Confirmation of Enrolment with DIBP (Department of Immigration and Border Protection)

There is a fee for the RPL service which is detailed in the RPL kit

Training Pathways:
This qualification will provide a pathway to BSB51215 Diploma of Marketing.

Employment Pathways:
Career possibilities may include:
• General marketing roles in the business services and other industries
• Direct marketing officer
• Market research assistant
• Marketing coordinator
• Marketing officer
• Public relations officer.

Course Objectives and Outcomes
On successful completion of this qualification students will be able to:
• Undertake a variety of marketing activities including:
  o Conducting market research
  o Profiling the marketplace
  o Analysing consumer behaviour in specific markets
  o Prompting products and services
  o Identifying and planning sales prospects
  o Designing direct response offers
  o Presenting, securing and supporting sales solutions
• Making presentations
• Establishing networks

Qualification Awarded:
At the successful completion of this course the participant will receive a Certificate IV in Marketing BSB41315.

Those students who do not complete this course or who are deemed not yet competent in any units will still receive a Statement of Attainment for those units they have completed.

Course Structure:
To successfully complete the BSB41315 Certificate IV in Marketing students are required to complete four core units and six elective units.

Core units
• BSBMKG402 Analyse consumer behaviour for specific markets
• BSBMKG401 Profile the market
• BSBMKG408 Conduct market research
• BSBCMM401 Make a presentation

Elective Units
• BSBMKG409 Design direct response offers
- BSBMKG413 Promote products and services
- BSBMKG414 Undertake marketing activities
- BSBREL401 Establish networks
- BSBSLS407 Identify and plan sales prospects
- BSBSLS408 Present, secure and support sales solutions