



# CERTIFICATE IV IN MARKETING AND COMMUNICATION BSB42415

- Gain fundamental skills in marketing analysis and problem-solving
- Acquire an understanding, and develop foundational knowledge of digital marketing and communication
- Learn how to apply digital marketing and communication solutions to a business environment

CRICOS COURSE CODE: 097829G

## Campus

Brisbane, Sydney, Melbourne

## Program Length

**Maximum 64 weeks\* (20 hours/week)**

Includes 6 hours/week online study +

14 hours/week in class study

*\*48 weeks study + up to 16 weeks scheduled breaks.*

## Schedules

Weekday: Brisbane, Sydney, Melbourne

## 2020 Start Dates

Jan 6, Mar 9, Apr 20, Jun 22, Aug 3,

Oct 5, Nov 16

### SCHEDULED BREAKS

Feb 17 – Mar 6, Jun 1 – Jun 19,

Sep 14 – Oct 2, Dec 28 – Jan 1, 2021

## 2020 Fees

Registration fee:	\$230
Material fees:	\$280
Tuition:	\$12,000

*RPL & Credit Transfer must be applied for upon enrolment*

*Late submissions fee: \$50\**

*\* All fees in Australian Dollars, payment by installment is available on request and approval.*

## Entry Requirement

- An equivalent of Australia's Year 10 school certificate. Prior working knowledge and experience of a business environment with well developed marketing and communication skills
- International students must meet a minimum language requirement of IELTS 5.5 with a minimum band score of 5.0. TOEIC 650 with a minimum reading score of 350. Direct entry is available through ILSC Intermediate 3 and above.
- Students must be at least 18 at the commencement of studies.

## Program Description

The marketing industry is dynamic and fast-evolving and can offer rewarding and exciting opportunities for those looking to play a vital role in any business - combining creativity and strategy to communicate value to consumers.

The program will provide students with a solid foundation in marketing and communications, and explore how to identify and present digital marketing solutions. By the end of the qualification, students should be empowered with the knowledge to solve marketing and communication problems and develop digital strategies.

The 5 CORE\* units from the Certificate IV in Marketing and Communication (BSB42415) are a pre-requisite to the Diploma in Marketing and Communication (BSB42415). Start here and build a foundation for success as you increase your knowledge about the Marketing industry.

## Study Schedule/Delivery Mode

In all of our programs, you will build a timetable which combines 6 hours per week of online study and 14 hours per week of in-class study. The online study component includes exercises, discussion forums, and resources to help with assignments and to provide foundational academic and learning skills. In-class study schedules combine the core lecture with foundation skills and PASS classes. You must attend both lectures, as each lecture covers different content. PASS classes are Practical Assessment Support Sessions. In PASS classes, you will meet with your trainer to discuss any questions you may have about study or assessments. Foundation Skills sessions help you build language and other skills for business. You will learn to speak and present ideas with confidence. Topics include running meetings, writing business emails, negotiating and giving presentations.

## Weekday Schedule – Sample

HOURS	MONDAY	TUESDAY
1:15 PM-3:15 PM	Foundation Skills	PASS
3:30 PM-5:30 PM	PASS	Foundation Skills
6:00 PM-9:00 PM	Lecture	Lecture

*Schedule is a sample only and may vary.*



## Certificate IV in Marketing and Communication (BSB42415) units

COURSE NAME	DESCRIPTION
<b>ANALYSE AND PRESENT RESEARCH (BSBRES411)</b>	This unit describes the skills and knowledge required to gather, organise, analyse and present workplace information using available systems and sources. This includes identifying research requirements and sources of information, applying information to a set of facts, evaluating the quality and reliability of the information, and preparing and producing reports.
<b>MAKE A PRESENTATION (BSBCMM401*)</b>	This unit covers the skills and knowledge required to prepare, deliver and review a presentation to a target audience.
<b>LEAD EFFECTIVE WORKPLACE RELATIONSHIPS (BSBLDR402)</b>	This unit defines skills, knowledge and outcomes required to use leadership to promote team cohesion. It includes motivating, mentoring, coaching and developing the team and forming the bridge between the management of the organisation and team members.
<b>APPLY DIGITAL SOLUTIONS TO WORK PROCESSES (BSBMGT407*)</b>	This unit defines the skills, knowledge and outcomes to integrate digital technologies into common management practice.
<b>APPLY MARKETING COMMUNICATION ACROSS A CONVERGENT INDUSTRY (BSBMKG417*)</b>	This unit describes the skills and knowledge required to work effectively within the convergent marketing communication industry.
<b>DEVELOP AND APPLY KNOWLEDGE OF MARKETING COMMUNICATION INDUSTRY (BSBMKG418*)</b>	This unit describes the skills and knowledge required to research, analyse and apply knowledge within the marketing communication industry with due consideration to legal and ethical constraints and the digital communication convergent environment.
<b>ANALYSE CONSUMER BEHAVIOUR (BSBMKG419)</b>	This unit describes the skills and knowledge required to analyse consumer behaviour for markets and specific needs.
<b>ARTICULATE, PRESENT AND DEBATE IDEAS (BSBCRT401*)</b>	This unit describes the skills and knowledge required to articulate, present and debate ideas in a work or broader life context using creative techniques in order to provoke response, reaction and critical discussion.
<b>CREATE DIGITAL MEDIA USER EXPERIENCES (BSBMKG420)</b>	This unit describes the skills and knowledge required to create digital user experience for application within the context of marketing communication.
<b>OPTIMISE DIGITAL MEDIA IMPACT (BSBMKG421)</b>	This unit describes the skills and knowledge required to optimise digital media impact for application within the context of marketing communications.
<b>UNDERTAKE MARKETING ACTIVITIES (BSBMKG414)</b>	This unit describes the skills and knowledge required to plan, implement and manage basic marketing and promotional activities. It is a foundation unit covering general and basic marketing and promotional activities that do not require detailed or complex planning or implementation.
<b>PROMOTE PRODUCTS AND SERVICES (BSBMKG413)</b>	This unit describes the skills and knowledge required to coordinate and review the promotion of an organisation's products and services.

\* Core Units required for enrolment into Diploma of Marketing & Communication (BSB42415)

### GREYSTONE COLLEGE TRAINING FACILITIES AND RESOURCES

Greystone College campuses are fully equipped with all the resources and facilities required to successfully undertake this program including computer labs, software, free WIFI, photocopiers, charging stations, and student lounge. It is highly recommended you bring your own laptop (device) to enhance your campus experience. All course resources are available to students via their personal login to the Learning Management System (Moodle). Students can track their progress and academic success.

### BOOTCAMP

Bootcamp is a free service designed to keep you on track. Juggling a busy lifestyle with study and work can be tough; our free Bootcamp program is available to help students catch up on assessments if they fall behind.

### COURSE RESOURCES

The Online Course Resource Library provides students with informative links and information. Resources are easily searched by course unit or topic, and make your learning easier. On the Online Learning Management System (LMS), all class assessments, student work books, and extra resources that support class delivery are available for download. Test and assessment results are posted in student files. Students can use the LMS to message other students in their classes or their trainer if they have questions or want to connect.

### ASSESSMENTS

All units studied in this qualification will be assessed in at least 3 different ways. Assessments will consist of a mix of quizzes, projects, case studies, presentations, and questions.

### COURSE COMPLETION

Students obtaining a 'Competent' result for all units studied will be issued a 'Qualification' – Certificate IV in Marketing & Communication (BSB42415) issued by Greystone College. Should a student not complete the full qualification, a Statement of Attainment will be issued for the units which the student is deemed 'Competent'.

### RECOGNITION OF PRIOR LEARNING AND CREDIT TRANSFER

RPL and Credit Transfer can be applied for at the time of enrolment or during the orientation. Please refer to Greystone College website or VET Student Handbook for more information.

### WHAT IS NATIONALLY RECOGNISED TRAINING



All Greystone College programs are Nationally Recognised Training. The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment.

*For policies and procedures around: deterring, suspending, or canceling enrollment; refunds; complaints and appeals; tracking attendance and academic progression, please refer to our website: <https://www.greystonecollege.com.au/policies>*

*Greystone College Pty Ltd partners with local and global agents to engage with prospective students. Please see the list on our website under Policy and Procedures for details.*

**WWW.GREYSTONECOLLEGE.COM.AU**