



Certificate IV in Marketing and Communication

National Course Code: BSB40820 CRICOS Course Code: 103531E

Duration: 52 Weeks

Course Description

This qualification reflects the role of individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties. Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

Entry Requirements

This course is available for those students who have completed year 12 or equivalent. All International Students must have IELTS 5.5 or equivalent.

Vocational Outcomes

Successful completion of the BSB40820 Certificate IV in Marketing and Communication can lead to a range of possible career opportunities including Market Research Assistant, Marketing or Communication Officer or Advertising, Media or Public Relations Officer.

Target Group

The target group for the BSB40820 Certificate IV in Marketing and Communication is local and international students wishing to develop their existing Marketing and Communication skills and those who are already working in the industry and wish to obtain the qualification to broaden their knowledge, skills and career prospects or wish to articulate to BSB40820 Certificate IV in Marketing and Communication. The course provides a solid overview of Marketing and Communication industry with an operational knowledge to become an invaluable member of any team. International students will come from a range of countries spanning Asia, Eastern Europe and Middle East. Many international students have industry experience and wish to receive an Australian qualification. Participants who do not have any industry experience will not be disadvantaged as delivery involves workplace simulations exercises and projects.

Delivery Modes

CIBT uses a blended learning methodology combining classroom-based learning with computer-mediated activities as studies show blended learning improves student's interaction and satisfaction as well as increase learning outcomes. Delivery involves 20 hours per week total tuition with 15 hours/week of classroom-based delivery on campus and for 5 hours/week students would be taking part in computer-mediated activities via online MOODLE Learning Management System.

Course Completion

Students obtaining a 'Competent' result for all the units studied will achieve a Certificate IV in Marketing and Communication. A Statement of Attainment will be issued only for the units in which a student has been found 'Competent'.

Protection of Fee Paid in Advance

Tuition fee paid in advance by student is protected under commonwealth's Tuition Protection Service (TPS). TPS is a placement and refund service for international students. The TPS is like an insurance cover for fees paid in advance. It is a single mechanism to place students when a provider fails to meet obligations or as a last resort to provide refunds of unexpended prepaid tuition fees.

Trainers and Assessors

All CIBT trainers/assessors are highly qualified and experienced. They have TAE40116 Certificate IV in Training and Assessment or its equivalent plus suitable industry experience along with the qualification to teach Certificate IV in Marketing and Communication.

Assessments

Each unit will be assessed in at least 2 different ways unless otherwise required by the unit of competency. The assessment will be conducted through take home research, assignments, projects, case studies, demonstrations and presentation.

Articulation & Pathways

Under mutual recognition the Certificate IV in Marketing and Communication qualification and Statement of Attainment awarded by CIBT will be recognised by other RTOs Australia wide. Upon successful completion of the Certificate IV in Marketing and Communication students may be eligible for exemption in similar courses. Graduate of this qualification can continue their studies to BSB50620 Diploma of Marketing and Communication.

RPL and Exemptions

RPL and credit transfer can be applied for at the time of enrolment or during the orientation. Students may be eligible to obtain credits for individual units as a result of experience gained in the relevant Marketing and Communication field or from previous training and education. A Fee is payable for assessing your RPL status. The information is available online in the student handbook or can be requested at the reception.

Training and Other Facilities

CIBT trains and assesses its students from its campuses in North Sydney and Sydney City which are fully equipped with required facilities including modern computer labs with internet access, data projectors & resources borrowing facility, printing & photocopy facility and a student common area.

Course Structure

The 12 units of competency (6 Core and 6 Electives) are delivered throughout 52 weeks (36 weeks tuition and 16 weeks holiday). All units of competency must be completed to attain BSB40820 Certificate IV in Marketing and Communication.

Unit Code	Unit Descriptions	Core/ Elective
BSBCMM411	Make presentations	Core
BSBCRT412	Articulate, present and debate ideas	Core
BSBMKG433	Undertake marketing activities	Core
BSBWRT411	Write complex documents	Core
BSBMKG439	Develop and apply knowledge of communications industry	Core
BSBMKG435	Analyse consumer behaviour	Core
BSBTWK503	Manage meetings	Elective
BSBTEC303	Create electronic presentations	Elective
BSBMKG440	Apply marketing communication across a convergent industry	Elective
BSBOPS403	Apply business risk management processes	Elective
BSBMKG434	Promote products and services	Elective
BSBCRT411	Apply critical thinking to work practices	Elective