



# BSB42415 Certificate IV in Marketing and Communication

National ID: BSB42415 | State ID: AZJ8

## About this course

### Are you ready to engage with customers in the digital age?

When you complete the Certificate IV in Marketing and Communication you will be prepared for a varied career that could take you anywhere, in **community relations, marketing and events, sales and advertising, and branding**.

You will acquire valuable skills in a range of marketing tools and techniques and experience in conducting market research and making presentations.

Full-time attendance is equivalent to three days a week.

Completion of the Certificate IV in Marketing and Communication opens up a range of further study options, including specialist business diplomas, associate degrees, and it may assist in entry to university.

## Overview

**Semester 2, 2019**

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## Bentley - Full Time-Classroom



Duration: **1 Year**



When: **Semester 2, 2019**



How: **Full Time**

## Units

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### Core

| National ID | Unit Title  |
|-------------|---|
| BSBCMM401   | Make a presentation   |
| BSBCRT401   | Articulate, present and debate ideas                            |
| BSBMGT407   | Apply digital solutions to work processes                       |
| BSBMKG417   | Apply marketing communication across a convergent industry      |
| BSBMKG418   | Develop and apply knowledge of marketing communication industry |

### Elective

| National ID | Unit Title                               |
|-------------|--|
| BSBCUS402   | Address customer needs                   |
| BSBMKG401   | Profile the market                       |
| BSBMKG408   | Conduct market research                  |
| BSBMKG419   | Analyse consumer behaviour               |
| BSBPRO401   | Develop product knowledge                |
| BSBRES411   | Analyse and present research information |

| National ID | Unit Title              |
|-------------|-------------------------|
| BSBWRT401   | Write complex documents |

## Entrance requirements

| School Leaver  | Non-School Leaver                                   | AQF                               |
|--|---|-----------------------------------|
| C Grades in Year 11 WACE General English, and OLNA; or NAPLAN 9 Band 8 | C Grades in Year 11 English and Maths or equivalent | Certificate II or Certificate III |

## Fees and charges

### Indicative fees and charges

[2019 general admission fees list](#)

[2019 apprenticeship/traineeship fees list](#)

Fees and charges published on our website are indicative. Your fees will depend on your eligibility for government funding or a concession rate, and the units you choose to study or seek to be recognised under Recognition of Prior Learning (RPL). Our Indicative fees lists show fees that are:

- Based on the full possible study plan of units, including the recommended electives
- Based on full time study in 2019
- Charged at the government funded rate for over 18 years of age students
- Based on unit electives designed to meet localised industry demand for skills
- Made up of course fees and resource fees, or RPL fees. Course fees are the cost of your tuition, while resource fees pay for consumables provided to you to aid your study (such as printing and paper). You may also be required to purchase text books or equipment that are not part of our tuition or resource fees.

Fees may vary between students and between educational providers. Other charges may apply.

Visit our [Fees and payment options](#) page for more information.

Call 1800 001 001 to get a more accurate fee indication based on your eligibility and study plan before applying.

### VET Student Loans

Selected courses are VET Student Loan eligible courses.

A VET Student Loan creates a debt that must be repaid to the Commonwealth and is only available to students who are eligible.

To find out if you are eligible or to see the list of eligible courses visit our [Student Loans](#) page.

## International students

Selected courses are available to International students for full time study only.

Fees, charges, available locations, applications and enrolment procedures for International students are different to those for students who have Australian permanent residency.

For more information or to find a course visit the [TAFE International WA](#) website.

## Apprenticeships and traineeships

Fees for apprenticeships and traineeships are charged at a rate per nominal hour of study.

This means that your fees will vary depending on the units you study as part of your training plan.

Apprentices and trainees are liable to pay for their own fees but some industrial agreements (awards) dictate that employers are required to reimburse their apprentice upon receipt of satisfactory progress. An employer may also opt to pay on behalf of the apprentice or trainee.

For more information visit our [Apprenticeships and traineeships](#) page.

## Recognition of Prior Learning

Recognition of Prior Learning (RPL) enrolments are charged at \$3.25 per nominal hour of study.

No concession fees apply to RPL enrolments. Refer to the institutional or apprenticeship/traineeship fee lists for an indicative RPL course fee.

**Please note, fees are subject to change.**