



Apex Institute of Education

RTO No: 91606 CRICOS Provider No: 03156M

Sydney CBD Campus: Levels 2&3 22-26 Goulburn Street Sydney NSW 2000 Australia

Parramatta Campus: 2 Sorrell Street, Parramatta NSW 2150 Australia

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Certificate IV in Marketing and Communication

National Course Code: BSB42415 CRICOS Course Code: 092393E

COURSE PROFILE

Duration:	39 weeks (30 weeks tuition plus 9 weeks holidays)
Qualification:	Certificate IV (AQF)
Training Package:	BSB Business Services Training Package
Delivery Mode:	Full time (20 hours per week) blended (face-to-face and online) Up to one-third of the course is delivered online
Tuition Fee	AUD \$5500.00
Enrolment fee	AUD \$200 (non-refundable)
Materials Fee	AUD \$150 (covers the cost of learning and other materials) Information on other fees and charges is available on our website .

Units of Competency

BSBCRT401 Articulate, present and debate ideas	Core
BSBMGT407 Apply digital solutions to work processes	Core
BSBMKG418 Develop and apply knowledge of marketing communication industry	Core
BSBMKG419 Analyse consumer behaviour	Elective
BSBMKG401 Profile the market	Elective
BSBMKG417 Apply marketing communication across a convergent industry	Core
BSBCMM401 Make a presentation	Core
BSBMKG413 Promote products and services	Elective
BSBMKG414 Undertake marketing activities	Elective
BSBMKG408 Conduct market research	Elective
BSBWRT401 Write complex documents	Elective
BSBRES411 Analyse and present research information	Elective

The **12 units of competency** are delivered throughout the **30 weeks** of tuition. The qualification is delivered over 3 terms (each term is 10 weeks). Each term is followed by 3 weeks of holidays.

All the above listed units of competency must be completed to receive the BSB42415 Certificate IV in Marketing and Communication qualification.

Course Description	This qualification is suitable for those who use well-developed marketing and communication skills across a variety of contexts. 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 and Pre-Requisites	The course will be available for those students who are 18 years or older and have completed Year 12 or its equivalent. International Students are also required to have an English ability at the IELTS 5.5 or equivalent. There are no pre-requisites for this qualification.
Vocational Outcomes	After completion of the qualification, a person could obtain employment opportunities in various business and commercial enterprises as a: <ul style="list-style-type: none"> • direct marketing officers, • market research assistants, • marketing coordinators, • marketing officers, or • public relations officers. Job roles and titles may vary across different industry sectors.
Target Group	Local and international students who require skills in marketing as well as those with some experience in marketing industry experience gained through employment but who lack a formal marketing qualification.
Course Completion	Students obtaining a 'competent' result for all listed competencies will achieve the BSB42415 Certificate IV in Marketing and Communication. A Record of Results will be issued to students who compete less than required units.
Protection of Pre-paid fees	Pre-paid tuition fees are protected through Tuition Protection Service (TPS).
Trainers and Assessors	All trainers and assessors possess relevant vocational and training and assessment competencies and have relevant industry skills.
Assessments	Assessments are conducted during and on completion of training for each unit to determine if the learner is competent. The assessments are conducted using knowledge and skills assessments. Assessment methods may include: Assignment, Questioning (Oral/Written), Case Study, Third Party Report, In Class Activities, Observations, Role Play and RPL.
Articulation	Qualifications awarded by AIE will be recognised by other RTOs Australia wide. Upon successful completion of the Certificate IV the students may continue their studies further by enrolling in relevant Diploma courses.



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RPL and Credit Transfer	AIE must recognise the AQF qualifications and statements of attainment issued by any other RTO. RPL and Credit Transfer are available for students to access prior to enrolment. More information is available in our student handbook.
Training Location and other Facilities	AIE trains and assesses its students from its Sydney CBD Campus and Parramatta Campus that are fully equipped with facilities including classrooms, computer lab, wireless internet, overhead projectors, books borrowing facility, and a student sitting and recreation area.

For further information, please visit our website:

www.apexaustralia.edu.au