



BSB42415 Certificate IV in Marketing and Communication Online

Want to outstanding team support with effective business document preparation. It's as easy as Graduate with Australian Careers Business College Online.

ACBC ONLINE IS AS EASY AS '1-2-3-GRADUATE'

- 1. MAKE AN ENQUIRY, COMPLETE AN APPLICATION AND ENROLMENT AND SELECT A DURATION FOR STUDY (26 OR 52 WEEKS).**
- 2. LOG IN AND ACCESS YOUR COURSE MATERIALS AND SUPPORT.**
- 3. LOG IN WEEKLY AND COMPLETE YOUR STUDY TASKS AND ASSESSMENTS.**

Graduate with a full nationally-recognised qualification when you have demonstrated competency for all units or graduate with a nationally-recognised Statement of Attainment for selected units.

Whether you are looking for a career choice or seeking to progress in your career, this versatile qualification can be applied in any industry.

We've got all the tools and support you need – at a pace to suit you. There's no need to attend a campus to enrol or complete your study.

Depending on your selected course duration, you could be framing your Australian Careers Business College qualification within 26 weeks. How does it get better than that? Courses commence on the next available Monday from your application date allowing for administration requirements.

BSB42415 Certificate IV in Marketing and Communication will help students gain the skills and knowledge to help in succeeding in the marketing and communication industry. With suitable experience, possible occupational outcomes for this qualification can vary from account coordinator, assistant account planner, media assistant media buyer, media planner, marketing coordinator and marketing officer.

QUICK CHECK: AM I READY FOR THIS QUALIFICATION?

ENTRY REQUIREMENTS

Year 10 of the NSW Higher School Certificate or its equivalent or mature age students. Don't have this requirement? Don't worry - We've got you covered! We have a simple and easy online assessment for you to help us determine that the course will suit your abilities. Talk to a Careers Advisor about this.

PRE-REQUISITES

No pre-requisites for this course

THE ACBC ADVANTAGE

Completing this qualification through ACBC creates many career advantages. Our trainers and assessors are respected business administration professionals. This qualification has been developed through consultation with leading business administration specialists to ensure industry-relevant course content.

AVAILABLE TIME TO STUDY

It's important to make sure that your online study fits in with your work and lifestyle. Choose from 26 weeks OR 52 weeks to complete your study

Study Options	Recommended minimum weekly study	Recommended minimum coach contact	Suggested minimum weekly log-in
26 Weeks	8 Hours	Weekly	2
52 weeks	5 hours	Weekly	2

QUALIFICATION UNITS OF COMPETENCY

To achieve the BSB42415 Certificate IV in Marketing and Communication, 12 units must be completed.

There are five Core Units in this qualification:

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

There are seven Elective Units in this qualification:

BSBMKG401 Profile the market

BSBMKG409 Design direct response offers

BSBMKG413 Promote products and services

BSBMKG419 Analyse consumer behaviour

BSBCUS401 Coordinate implementation of customer service strategies

BSBADV404 Schedule advertisements

BSBADV406 Buy and monitor media

COURSE FEES

- Tuition Fee AUD3,900.00
This is \$75 per week for a 52 week enrolment or \$150 per week for a 26 week enrolment
A payment plan across the duration of the course can be put in place

What You Will Need

- Computer Access (word processing, web surfing, downloading forms and templates)
- Access to the Internet and access to Google Drive (Google account)
- Email address (for enrolment communication)

LEARNING RESOURCES

All learning resources are provided for students enrolling into this qualification including, Learner Management System, learner guide and assessment instructions at no cost.

QUALIFICATION

Graduates completing all components of the course and demonstrating competence in all units will be awarded a nationally BSB42415 Certificate IV in Marketing and Communication. A nationally recognised Statement of Attainment will be issued where a student has withdrawn but has successfully completed part of the qualification or completes the course but does not demonstrate competency in all units.

ACBC is a Registered Training Organisation (RTO) No. 90271.

For further information, please call 1300 COLLEGE or visit our website: www.acbc.nsw.edu.au