



## **BSB40820 Certificate IV in Marketing and Communication Online**

Want to enter in the dynamic field of marketing? ACBC Online can help you achieve your goal.

### **GRADUATE WITH ACBC ONLINE**

- 1. MAKE AN ENQUIRY, COMPLETE AN APPLICATION AND ENROLMENT FORM AND SELECT DURATION FOR STUDY (52 WEEKS OR 78 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 12 months. How does it get better than that? Courses commence on the next available Monday from your application date allowing for administration requirements.

**BSB40820 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, 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 12 months or 18 months to complete your study

<b>Study Option</b>	<b>Recommended minimum weekly study</b>	<b>Recommended minimum coach contact</b>	<b>Suggested minimum weekly log ins</b>
12 months	12 hours	Weekly	2
18 months	6 hours	Weekly	2

## QUALIFICATION UNITS OF COMPETENCY

To achieve the BSB40820 Certificate IV in Marketing and Communication, 12 units must be completed.

### There are six core units in this qualification:

BSBCMM411 Make presentations

BSBCRT412 Articulate, present and debate ideas

BSBMKG433 Undertake marketing activities

BSBMKG435 Analyse consumer behaviour

BSBMKG439 Develop and apply knowledge of communications industry

BSBWRT411 Write complex documents

### There are six elective units in this qualification:

BSBMKG440 Apply marketing communication across a convergent industry

BSBMKG434 Promote products and services

BSBMKG431 Assess marketing opportunities

BSBOPS404 Implement customer service strategies

BSBTWK503 Manage meetings

SIRXMKT006 Develop a social media strategy

## COURSE FEES

Tuition Fee \$5,900.00. A payment plan across the duration of the course can be arranged.

## 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 BSB40820 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.

## **CREDIT TRANSFER (CT)**

ACBC recognises and grants credit transfer for nationally recognised units of competency issued by other RTOs. Full details of the application process can be obtained from the college's Student Services.

## **RECOGNITION OF PRIOR LEARNING (RPL)**

Recognition of prior learning acknowledges skills, knowledge and competencies obtained through

- Formal training/study
- Work experience
- Life experience

Students are eligible to apply for RPL and an administration fee of \$750 per unit of competency applies depending on the evidence supplied by students seeking RPL. Full details of the application process can be obtained from the college's Student Services.

## **LANGUAGE LITERACY AND NUMERICAL SKILLS (LLN)**

Students enrolling in this course will undertake an LLN test to determine the student's ability to engage in the course.

## **ASSESSMENT**

Assessment is conducted through a combination of written and practical assessments. This may include case studies, role plays, knowledge questions, practical tasks and projects.

## **QUALITY OF TRAINING**

ACBC is responsible for the quality of the training and assessment being provided in this course and for the issuance of any AQF certificates.

**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](http://www.acbc.nsw.edu.au)**