



BSB42415 Certificate IV in Marketing and Communication

Location: Melbourne

Duration: 31 Weeks
Hours: 20 hours per week
Delivery Mode: Face-to-face

Fees:
 Enrolment Fee: AUD 200
 Equipment & Materials Fee :
 AUD 450
 Tution Fee: AUD 5,500

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners.

Pathways Information

Pre-requisite Requirements

There are no prerequisite requirements for individual units of competency.

Study Pathways

The further study pathways available to learners who undertake this qualification include:

- Diploma of Marketing
- Diploma of Business
- Diploma of Leadership and Management

Employment Pathways

The following employment pathways are available to students who complete this qualification:

- Sales representative
- Market research assistant
- Marketing assistant
- Marketing officer

Entry Requirements:

The entry requirements for this qualification are:

- Successful completion of Year 12 in Australia, or of an equivalent overseas qualification IELTS 5.5 or equivalent
- Successful completion of HIC's language, literacy and numeracy assessment
- Ability to demonstrate core skills and capabilities to a level appropriate to the course.

HIC does not accept students who will be under 18 years old at the time of enrolment.

For full detail about the course,
 please visit: www.harward.vic.edu.au/





To achieve this qualification, the candidate must demonstrate competency in:
12 units of competency:

05 core units

07 elective units

For more details, please click on the below link

<http://training.gov.au/Training/Details/BSB42415>

CORE UNITS

Unit Code	Unit Name
BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BSMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry

ELECTIVES

Unit Code	Unit Name
BSBRES401	Analyse and present research information
BSBCUS401	Coordinate implementation of customer service strategies
BSBFIA402	Report on financial activity
BSBINM401	Implement workplace information system
BSBLDR402	Lead effective workplace relationships
BSBMKG413	Promote Products and Services
BSBWRT401	Write complex documents

Please contact Harward International College for more details.