

C A R E E R T R A I N I N G I N S T I T U T E

BSB42415

Certificate IV in Marketing and Communications



RTO Code 21607



Course description

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

Entry requirements – there are no entry requirements for this qualification.

Possible pathways into this qualification are BSB30115 Certificate III in Business or equivalent or relevant business experience.

Pathways from the qualification include BSB51215 Diploma of Marketing or a range of other diplomas.

Qualification requirements

This course has been developed to enable learners to satisfy the requirements for the award of a BSB42415 Certificate IV in Marketing and Communications. To achieve the qualification, learners must complete a total of 12 units.

Module	Code	Title	Core/Elective
1	BSBPRO401	Develop product knowledge	Elective
	BSBMKG413	Promote products and services	Elective
	BSBMKG414	Undertake marketing activities	Elective
	BSBCUS403	Implement customer service standards	Elective
2	BSBMKG401	Profile the market	Elective
	BSBMKG408	Conduct market research	Elective
	BSBMKG419	Analyse consumer behaviour	Elective
3	BSBCRT401	Articulate, present and debate ideas	Core
	BSBMGT407	Apply digital solutions to work processes	Core
	BSBMKG417	Apply marketing communication across a convergent industry	Core
4	BSBMKG418	Develop and apply knowledge of marketing communication industry	Core
	BSBMKG420	Create digital media user experiences	Elective
	BSBCMM401	Make a presentation	Core

For more information on the qualification visit training.gov.au

Traineeships are available for this qualification in NSW, QLD, SA, TAS, VIC, WA for new workers.

Career Training Institute

Career Training Institute (CTI) provides courses in Business and Financial Services. This course information booklet outlines nationally recognised qualifications made available by Career Training Institute at a Certificate IV level.

Delivery/Assessment

Students receive access to CTI's Learning Management System (LMS). The LMS provides a bank of resources for each unit of competency. Distance mode students complete self-paced training and assessment using the materials supplied by Career Training Institute. Students are assigned a trainer/assessor whose role it is to support them through their course.

For each unit of competency that students undertake, they will need to complete assessment items which collectively form evidence that they are *competent (C)* in that unit. If students do not complete each item of assessment to a satisfactory level then they will remain as *not yet competent (NYC)*. Students will receive 1-4 assignments per unit. Each of these items is a piece of evidence and all need to be completed to a satisfactory standard before competency can be awarded. Students will need access to a computer to complete training and assessment. All assignments must be produced using appropriate software.

Assignments can be in the form of:

- workbook/short answer questions
- reports
- computer exercises
- presentations
- practical activities
- simulated workplace documents
- case studies
- trainer interviews/observation

The idea behind vocational education and training is that the skills gained through structured training through the RTO will underpin what students learn and experience at their workplace and fully round off their professional training. One type of training supports the other.

Where possible, assessment will relate to the student's specific workplace. Students might need to refer to relevant work place documentation and resources, interview staff members or gain experience in specific duties or work roles.

Timeline for completion

There is a reasonable expectation that students will complete one unit per month.

Students are enrolled in one module at a time. The module enrolment period takes into account that the student might have additional personal and work commitments in this period. If a module is incomplete within six months of commencement of the module, the student will need to re-enrol in any incomplete units (units that have not been deemed competent) and the client will be invoiced accordingly. Students will have a maximum of 24 months from the date of commencement to complete a qualification before being withdrawn from the course.

Credit Transfer/Recognition of prior learning (RPL)

Recognition will be given for relevant AQF qualifications and statements of attainment issued by a VET provider for previous training. When completing the online course application, students should submit a copy of documentation detailing previous units studied. A Credit Transfer/RPL application will then be filled out by a member of the RTO on the student's behalf.

Learning Support

CTI will take appropriate measures to ensure that students receive training, assessment and support that meet their individual needs. Training and assessment strategies are designed to meet student needs, however the RTO recognises that individuals may have additional needs. The RTO will attempt to identify barriers, which people with a disability encounter when accessing programs and services and develop strategies to minimise the impact of these barriers.

Complaints and appeals

CTI acknowledges the importance of establishing a transparent and consistent process for managing and responding to complaints and appeals. All complaints and appeals will be managed using the procedure for complaints and appeals in conjunction with other relevant policies and procedures.

It is recognised that complaints and appeals may be minor or major in nature. The Complaints and Appeals policy applies to complaints and appeals of staff members and clients/students. In certain circumstances this procedure may be used to deal with an external stakeholder somehow involved in the training program.

Strict confidentiality will be maintained in all matters relating to a complaint or appeal. Information will be provided to relevant and appropriate parties only if necessary. Persons with a grievance will not be named as far as possible.

The complaint/appeal should be raised in writing, in person or telephone. For major complaints/appeals the person must raise it in writing and submit it to the RTO Manager.

CTI's Complaints and appeals policy, Complaints and appeals procedure and Complaints and appeals form are available on CTI's website.

Fees and charges

CTI will collect fees for services provided on terms understood by the RTO and the client in accordance with legislation and regulatory requirements.

Clients will be invoiced an enrolment fee for a module of units based on a unit price of \$400. See course descriptions for the module structure.

Course enrolment and student induction are factored into the cost of the first module.

Course materials and resources are provided free of charge for courses at the Certificate IV level. GST is not applicable to these fees.

Payment is to be made within 14 days of invoice issue date.

Students who are deemed 'not yet competent' on completion of the training and assessment of particular units will be given additional training support and the opportunity to be re-assessed to achieve competency. This re-assessment must occur within the enrolment period so the client does not incur additional charges.

Students must gain competency for each unit in the module within the **six month enrolment period**. If the competency is not gained in this period, the client will be re-invoiced for the cost of each 'not yet competent' unit (\$400 per unit).

Refunds

Clients are only charged for units upon commencement of training and therefore will not be eligible for refunds.

Application

To apply for a course, you will need to use CTI's online enrolment portal. This portal is for new *course* enrolments only.

Visit CTI's website at careertraining.edu.au and click on the relevant tab to enrol.

- Courses for post-school applicants are available under the *Postgraduate* tab.
- Courses for CAP students are available under the *Career Advantage Program* tab.

Click on the 'Enrol Now' button next to the relevant course.

For enquiries telephone 1300 284 111 or email info@careertraining.edu.au.

The Student Handbook is available on the CTI website.



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RTO CODE 21607
Last updated 26 October 2016