

# BSB42415

## Certificate IV in Marketing and Communication



**Career Training Institute (CTI) is offering a 2019 enrolment opportunity for students wishing to further their career opportunities by undertaking BSB42415 Certificate IV in Marketing and Communication.**

This qualification is suited to those who need to use well developed marketing and communication skills and have a broad knowledge base in a variety of contexts. Individuals in these roles apply solutions to a defined ranges 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.



### ROUND THE CLOCK ACCESS

Access your course material any time and anywhere at your convenience.



### ONE ON ONE TRAINER SUPPORT

Personalised trainer support by phone, email and messaging to help maximise your potential.



### FLEXIBLE LEARNING

Online delivery so you can self-direct your learning.



### SET MILESTONES

Scheduled milestones and reminders to help keep you on track to success.

### Course structure

To graduate from this course, students are required to complete twelve units: five core unit plus seven electives. The following units in this course have been selected by CTI after investigation informed by engagement with industry.

### Units of Competency

BSBPRO401	Develop product knowledge
BSBMKG413	Promote products and services
BSBMKG414	Undertake marketing activities
BSBMKG401	Profile the market
BSBMKG408	Conduct market research
BSBMKG419	Analyse consumer behaviour
BSBCRT401	Articulate, present and debate ideas
BSBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communications across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry
BSBCUS401	Coordinate implementation of customer service strategies
BSBCMM401	Make a presentation

Students graduating from this course will be equipped with a range of skills to work in business related roles such as administration officer, marketing assistant and customer service representative.

### Entry requirements

There are no specific entry requirements, but it is expected that students will have the ability and aptitude commensurate with completing a secondary school education.

On enrolment, students will be given access to their course on the CTI Learning Management system. Prior to course commencement students are required to complete a Language, Literacy and Numeracy test. Pending the result of this test, the student will be permitted to continue to the course.

### Duration

The course is designed to be completed over a period of 16 months.

For the 2019 enrolment intake, the student has until 30 September 2020 to complete the course, which allows some flexibility. A schedule for the completion of each unit will be established by CTI, and it is expected that students will commit to comply with this schedule.

If the course is not completed by the end of the enrolment period, the student will be required to enrol for an additional period at full new enrolment cost.

### Course Fees

In 2019 CTI has implemented a new course structure and delivery platform and is offering a 50% discount to clients off the standard course fee.

The total cost of enrolment in BSB42415 Certificate IV in Marketing and Communication in 2019 will be \$2,400.00

This enrolment will conclude on 30 September 2020.

Course fees are GST free.

Clients will be charged 50% (\$1,200.00) at course commencement and will be charged for the remaining 50% (\$1,200.00) after six months.



### HOW TO APPLY

Applications open on 1 December 2018 and close on 31 March 2019.

An online application is available from [www.careertraining.edu.au](http://www.careertraining.edu.au) under the **Postgraduate tab**.

Early applicants will be given access to the Learning Management System from mid-January.

For students already enrolled in this course under the 2018 Career Advantage Program (CAP), please complete the Employer Agreement, also available under the **Postgraduate tab** and email it to [admin@careertraining.edu.au](mailto:admin@careertraining.edu.au).

### Find out more

T: 1300 284 111

E: [info@careertraining.edu.au](mailto:info@careertraining.edu.au)

W: [www.careertraining.edu.au](http://www.careertraining.edu.au)