



# CERTIFICATE IV IN MARKETING AND COMMUNICATION (BSB42415)

- Gain fundamental skills in marketing analysis and problem-solving
- Acquire an understanding, and develop foundational knowledge of digital marketing and communication
- Learn how to apply digital marketing and communication solutions to a business environment

CRICOS Code: 097829G

## Campus

Brisbane, Sydney, Melbourne

## Program Length

Maximum 34 weeks\* (20 hours/week)

Includes 6 hours/week online study +

14 hours/week in class study

*\*24 weeks study + up to 10 weeks scheduled breaks. Optional internships available for an additional fee. Length of the program may vary from 30 to 34 weeks depending on the start date. Internship hours vary depending on schedule. Internships are unpaid work hours.*

## 2019 Start Dates

Jan 7, Feb 18, Apr 23, Jun 3, Aug 5,

Sep 16, Nov 18

## SCHEDULED BREAKS

Apr 1 – Apr 19

Jul 15 - Aug 2

Oct 28 - Nov 15

Dec 23 – Jan 3

## 2019 Fees

Registration fee:	\$230
Material fees:	\$280
Tuition:	\$5,800
Optional internship:	\$825

*RPL & Credit Transfer must be applied for upon enrolment  
Late submissions fee: \$50\**

*\* All fees in Australian Dollars, payment by installment is available on request and approval.*

## Entry Requirement

- An equivalent of Australia’s Year 10 school certificate. Prior working knowledge and experience of a business environment would be useful.
- International students must meet a minimum language requirement of IELTS 5.5 with a minimum band score of 5.0. TOEIC 650 with a minimum reading score of 350. Direct entry is available through ILSC Intermediate 3 and above.
- Students must be at least 18 at the commencement of studies.
- Minimum entry requirements

## Program Description

The marketing industry is dynamic and fast-evolving and can offer rewarding and exciting opportunities for those looking to play a vital role in any business - combining creativity and strategy to communicate value to consumers.

The CORE<sup>a</sup> units from the Certificate IV in Marketing and Communication are a pre-requisite to the Diploma in Marketing and Communication. The program will provide students with a solid foundation in marketing and communications, and explore how to identify and present digital marketing solutions. By the end of the qualification, students should be empowered with the knowledge to solve marketing and communication problems and develop digital strategies.

## Study Schedule/Delivery Mode

In all of our programs, you will build a timetable which combines 6 hours per week of online study and 14 hours per week of in-class study. The online study component includes exercises, discussion forums, and resources to help with assignments and to provide foundational academic and learning skills. In-class study schedules combine the core lecture with foundation skills and PASS classes.

## Weekday Schedule – Sample

HOURS	MONDAY	TUESDAY
1:15 PM-3:15 PM	Foundation Skills	PASS
3:30 PM-5:30 PM	PASS	Foundation Skills
6:00 PM-9:00 PM	Lecture	Lecture

*Schedule is a sample only and may vary. Optional internship must be scheduled outside of class time.*



## Certificate IV in Marketing and Communication units

COURSE NAME	DESCRIPTION
<b>ANALYSE AND PRESENT RESEARCH &amp; MAKE A PRESENTATION (BSBRES401 &amp; BSBMMM401<sup>a</sup>)</b>	Identifying marketing opportunities relies on carrying out effective market research. This course explores how to gather, organise, analyse, and present workplace information. You will also learn how to prepare, deliver, and review a presentation to a target audience.
<b>LEAD EFFECTIVE WORKPLACE RELATIONSHIPS (BSBLDR402)</b>	You will explore how to use leadership skills to promote team cohesion, and implement digital marketing solutions in a business environment.
<b>APPLY DIGITAL SOLUTIONS TO WORK (BSBMGT407<sup>a</sup>)</b>	Digital technologies are key to any marketing success. Develop the knowledge and skills needed to integrate digital marketing solutions in a business environment.
<b>APPLY MARKETING COMMUNICATION ACROSS A CONVERGENT INDUSTRY &amp; DEVELOP AND APPLY KNOWLEDGE OF MARKETING COMMUNICATION INDUSTRY (BSBMKG417<sup>a</sup> &amp; BSBMKG418<sup>a</sup>)</b>	In this course, you will learn to work effectively within a rapidly evolving marketing industry. Taking into account legal and ethical constraints, learn how to research, analyse and apply knowledge to the digital communications environment.
<b>ANALYSE CONSUMER BEHAVIOUR &amp; ARTICULATE, PRESENT AND DEBATE IDEAS (BSBMKG419 &amp; BSBCRT401<sup>a</sup>)</b>	Communicating value to consumers is an integral part of any marketing strategy, and understanding consumer behaviour is key. This program will explore how to analyse consumer behaviour, different markets and specific needs. You'll also learn how to use creative techniques to present and debate ideas and initiate critical discussion.
<b>CREATE DIGITAL MEDIA USER EXPERIENCES (BSBMKG420)</b>	In this course, you will explore how to create a digital user experience, and apply this in a marketing communications context.
<b>OPTIMISE DIGITAL MEDIA IMPACT (BSBMKG421)</b>	Digital technologies have opened up new opportunities for businesses to reach and engage consumers. This course will examine the best digital media tools to use to support marketing strategies and goals.
<b>UNDERTAKE MARKETING ACTIVITIES &amp; PROMOTE PRODUCTS AND SERVICES (BSBMKG414 &amp; BSBMKG413)</b>	In this course, you will learn the skills and knowledge to plan, implement and manage basic marketing and promotional activities, including promoting products and services within international markets.

<sup>a</sup> Core Units required for enrolment into BSB52415 Diploma of Marketing & Communication

### ILSC Training Facilities and Resources

ILSC campuses are fully equipped with all the resources and facilities required to successfully undertake this program including computer labs, software, free WIFI, photocopiers, charging stations, and student lounge. It is highly recommended you bring your own laptop (device) to enhance your campus experience. All course resources are available to students via their personal login to the Learning Management System (Moodle). Students can track their progress and academic success.

### Assessments

All units studied in this qualification will be assessed in at least 3 different ways. Assessments will consist of a mix of quizzes, projects, case studies, presentations, and questions.

### Course Completion

Students obtaining a 'Competent' result for all units studied will be issued a 'Qualification' – Certificate IV in Marketing & Communication BSB42415 issued by ILSC Business College. Should a student not complete the full qualification, a Statement of Attainment will be issued for the units which the student is deemed 'Competent'.

### Recognition of Prior Learning and Credit Transfer

RPL and Credit Transfer can be applied for at the time of enrolment or during the orientation. Please refer to ILSC Business College website or VET Student Handbook for more information.

### What is Nationally Recognised Training

All ILSC Business College programs are Nationally Recognised Training. The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment.



ILSC Brisbane Pty Ltd partners with local and global agents to engage with prospective students.