



## Apex Institute of Education

RTO No: 91606 CRICOS Provider No: 03156M

Sydney CBD Campus: Levels 2&3 22-26 Goulburn Street Sydney NSW 2000 Australia

Parramatta Campus: 2 Sorrell Street, Parramatta NSW 2150 Australia

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# Certificate IV in Marketing and Communication

National Course Code: BSB42415 CRICOS Course Code: 092393E

## COURSE PROFILE

<b>Duration:</b>	39 weeks (30 Weeks Tuition + 9 weeks holidays)
<b>Qualification:</b>	Certificate IV (AQF)
<b>Training Package:</b>	BSB Business Services Training Package
<b>Delivery Mode:</b>	Full time (20 hours per week) blended (face-to-face and online)
<b>Tuition Fee</b>	AUD \$8750.00
<b>Enrolment fee</b>	AUD \$500 (non-refundable)
<b>Materials Fee</b>	AUD \$200 (covers the cost of workbooks and assessment materials)
	Information on other fees and charges is available on our website

### Course Structure:

TERM	Units of Competency	Duration (weeks)
1	BSBCRT401 Articulate, present and debate ideas	2
	BSBMGT407 Apply digital solutions to work processes	3
	BSBMKG418 Develop and apply knowledge of marketing communication industry	2
	BSBMKG419 Analyse consumer behaviour	3
2	BSBMKG401 Profile the market	2
	BSBMKG417 Apply marketing communication across a convergent industry	3
	BSBCMM401 Make a presentation	2
	BSBMKG413 Promote products and services	3
3	BSBMKG414 Undertake marketing activities	2
	BSBMKG408 Conduct market research	3
	BSBWRT401 Write complex documents	2
	BSBRES401 Analyse and present research information	3

The **12 units of competency** are delivered throughout the **30 weeks** of tuition. All the above listed units competency must be completed to receive the Certificate IV in Marketing and Communication qualification.



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<b>Course Description</b>	This qualification is suitable for those who use well-developed marketing skills across a variety of contexts. They are often adept problem solvers, can analyse information well and may have some limited responsibility for others. In most cases, individuals would usually report to a more senior marketing practitioner.
<b>Entry Requirements</b>	The course will be available for those students who are 18 years or older and have completed Year 12 or its equivalent. International Students are also required to have an English ability at the IELTS 5.5 or equivalent.
<b>Vocational Outcomes</b>	Possible job titles might include direct marketing officers, market research assistants, marketing coordinators, marketing officers and public relations officers.
<b>Target Group</b>	Local and international students who require skills in marketing as well as those with some experience in marketing industry experience gained through employment but who lack a formal marketing qualification.
<b>Course Completion</b>	Students obtaining a 'competent' result for all listed competencies will achieve the BSB42415 Certificate IV in Marketing and Communication. A Record of Results will be issued to students who compete less than required units.
<b>Protection of Pre-paid fees</b>	Pre-paid tuition fees are protected through Tuition Protection Service (TPS).
<b>Trainers and Assessors</b>	All trainers and assessors possess relevant vocational and training and assessment competencies and have relevant industry skills.
<b>Assessments</b>	Summative assessments are conducted during and on completion of training for each unit to determine if the learner is competent. Summative assessments at the end of each unit will be conducted using a project assignments and written tests. Assessment methods may include: Assignment, Questioning, Case Study, Third Party Report, Self-assessment, In Class Activities, Observation, Role Play and RPL
<b>Articulation</b>	Qualifications awarded by AIE will be recognised by other RTOs Australia wide. Upon successful completion of the Certificate IV the students may continue their studies further by enrolling in relevant Diploma courses.
<b>RPL and Credit Transfer</b>	AIE must recognise the AQF qualifications and statements of attainment issued by any other RTO. RPL and Credit Transfer are available for students to access prior to enrolment. More information is available in our student handbook
<b>Training and other Facilities</b>	AIE trains and assesses its students from its Sydney and Parramatta campuses that are fully equipped with facilities including classrooms, computer lab, wireless internet, overhead projectors, books borrowing facility, and a student sitting and recreation area.

For further information, please visit our website:

[www.apexaustralia.edu.au](http://www.apexaustralia.edu.au)