



BSB42415 Certificate IV in Marketing and Communication

National ID: BSB42415 | State ID: AZJ8

About this course

Product, price, place and promotion!

This qualification will build your knowledge and skills to **step into the dynamic and fast evolving world** of marketing and communications enabling you to **develop creative marketing solutions**.

You will develop fundamental skills including **market research, digital marketing, communication skills, consumer behaviour, visual design** and **e-marketing**.

This qualification leads to a range of entry level roles within industry, be it **advertising**, research, digital marketing or even to **start and grow your own business**. Alternatively, graduates may choose to continue with studies, transitioning into the Diploma of Marketing and Communication, further developing your skills by **interacting with real clients** and being exposed to more formal marketing environments.

Keen to get started? We also offer this course **online**.

Gain these skills

- Conduct market research
- Profile the market and analyse consumer behaviour
- Develop marketing presentations and positioning statements
- Improve your writing skills and develop complex documents and powerpoint presentations
- Establish face to face and online networks
- Create visual design components and e-marketing communications.

Is this course right for me?

I have the following attributes:

- Able to analyse and interpret information

- Creative
- Good organisational and communication skills
- Able to work as part of a team

Details

In order to comply with COVID-19 Government directed social distancing guidelines, some courses may include a mix of online learning, virtual classrooms (live web conferencing with your lecturer and class) and classroom delivery, as well as practical and work experience placements.

Lecturers will provide specific instructions to their student groups on how training will be undertaken.

Semester 2, 2020

Perth (Northbridge) - On Campus



Duration: **1 Semester/s**



When: **Semester 2, 2020**



How: **On campus**

Units

Core

National ID	Unit Title
BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BSBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry

Elective

National ID	Unit Title
BSBITU404	Produce complex desktop published documents
BSBMKG401	Profile the market

National ID	Unit Title
BSBMKG408	Conduct market research
BSBMKG413	Promote products and services
BSBMKG419	Analyse consumer behaviour
BSBPRO401	Develop product knowledge
BSBWRT401	Write complex documents

Entrance requirements

School Leaver	Non-School Leaver	AQF
C Grades in Year 11 WACE General English, and OLNA or NAPLAN 9 Band 8	C Grades in Year 11 English and Maths or equivalent	Certificate II or Certificate III

Further study

North Metropolitan TAFE offers you a range of further study opportunities, see below for a list of related courses.

Job opportunities



[To explore job profiles](#)

- Direct Marketing Officer | Marketing Officer | Online Marketing Administrator
- Marketing Coordinator | Marketing Assistant
- Market Research Assistant
- Media Assistant | Media Planner
- Promotions Assistant Manager

Please note this list should be used as a guide only as job titles and qualification requirements may vary between organisations.

Important information

Please note part-time study classes are run during the day only.

Other costs for consideration:

- Text Books
- Stationery

Typical timetable:

- 3.5 days per week

Fees and charges

Local full time students

Course fees are made up of two components, tuition fees and resource fees.

Tuition fees are determined by multiplying the course fee rate by the nominal hours, which is the number of hours in which an average student could be expected to complete each unit. They are not the hours of training or instruction.

Resource fees are charges for material that are essential to a course or unit, and are purchased by NMT to be used by students during the course.

Fees may vary depending on the units you are enrolled in so an approximate amount has been shown. You will be given the exact amount of your fees at enrolment. Part time student fees will vary depending on the number of units you are enrolled in.

Please note, you may also need to buy textbooks or equipment for your course.

International Students

Check [TAFE International WA](#) to confirm this course is available to international students. You will pay your tuition fees to TIWA.

Please note, fees are subject to change.