



MARKETING

Certificate IV in Marketing

[BSB41307]



This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They 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 a more senior marketing practitioner. Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include Direct Marketing Officer, Market Research Assistant, Marketing Coordinator, Marketing Officer, and Public Relations Officer.

Employability Skills: A summary of the employability skills developed through this qualification can be downloaded from <http://employabilityskills.training.com.au>.

To meet the requirements for the Certificate IV in Marketing, students must complete all of the following Units of Competency:

Core Units (Required)

Interpersonal Communication	BSBCMM401A	Make a presentation
Marketing	BSBMKG401B	Profile the market
	BSBMKG402B	Analyse consumer behaviour for specific markets
	BSBMKG408B	Conduct market research

Suggested Elective Units (Choose 6)

Advertising

BSBADV405A Perform media calculations

Customer Service

BSBCUS402A Address customer needs

BSBCUS403A Implement customer service standards

E-Business

BSBEBU401A Review and maintain a website

Financial Management

BSBFIM501A Manage budgets and financial plans



International Business

BSBINT401B Research international business opportunities

Marketing

BSBMKG409A Design direct response offers
BSBMKG410A Test direct marketing activities
BSBMKG411A Analyse direct marketing databases
BSBMKG412A Conduct electronic marketing communications
BSBMKG413A Promote products and services
BSBMKG414A Undertake marketing activities
BSBMKG415A Research international markets
BSBMKG416A Market goods and services internationally

Occupational Health and Safety

BSBOHS407A Monitor a safe workplace

Product Skills and Advice

BSBPRO401A Develop product knowledge

Public Relations

BSBPUB401A Develop and apply knowledge of public relations industry
BSBPUB402A Develop public relations campaigns
BSBPUB403A Develop public relations documents

Relationship Management

BSBREL401A Establish networks
BSBREL402A Build client relationships and business networks

Research

BSBRES401A Analyse and present research information

Risk Management

BSBRSK401A Identify risk and apply risk management processes

Sales

BSBSLS402A Identify sales prospects
BSBSLS403A Present a sales solution
BSBSLS404A Secure prospect commitment
BSBSLS405A Support post-sale activities
BSBSLS406A Self-manage sales performance

Writing

BSBWRT401A Write complex documents

This course is delivered face-to-face, blended and 1-to-1 private instruction including traineeships. Students may also be eligible for Recognition of Prior Learning depending on their prior experience.