



Certificate IV in Marketing BSB41307

This is a nationally accredited Australian qualification

This Qualification is suitable for:

Direct Marketing Officer

Market Research Assistant

Marketing Coordinator

Marketing Officer

Public Relations Officer

Outline of the Qualification

The Certificate IV in Marketing 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.

Depending on the units selected to form the qualification, candidates may complete a generic marketing qualification or specialise in direct marketing, public relations or international marketing.

Listed below is an example of a qualification for a Marketing Officer.

Certificate IV in Marketing Unit Codes and Names

Note that the units listed below are for example purposes only. You with the assistance of the Australian College of Training staff will select unit's specific to your work environment and required industry training outcomes.

Unit Code	Unit Name
Core Units	
BSBCM401A	Make a presentation
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets
BSBMKG408B	Conduct market research
Elective Units	
BSBCUS402A	Address customer needs
BSBCUS403A	Implement customer service standards
BSBEBU401A	Review and maintain a website
BSBMKG409A	Design direct response offers
BSBMKG413A	Promote products and services
BSBMKG414A	Undertake marketing activities

A full description of each unit is provided during unit selection.



Act Now For Your Future!

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Why choose the Australian College of Training.

Multi award training organisation at national and state levels.

Quality training solutions at an affordable price

Truly flexible delivery by providing you with a number of delivery options

A qualification tailored specific to your company & personal requirements

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Delivery Information

The Australian College of Training offers you the student a number of modes of delivery ranging from on the farm to the class room environment. Everyone has different requirements so we try where possible to tailor the delivery of it to suit your needs.

Your Trainers

The Australian College of Training has sourced the best trainers for the delivery of this qualification. They have both Australia wide and International experience.

Cost of the Qualification

The cost of each qualification varies slightly according to units selected. College staff will explain how fees are charged depending on whether you are eligible for government funding or not.

Potential Funding Options

Check with the Australian College of Training for potential funding options for your state or territory.

How do I Enrol

You can enrol any time in this qualification. There are no specific in take dates.

Contact the Australian College of Training on 1300 785 188 for more information or view us online at www.auscollege.com.au.



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