

BSB41315 Certificate IV in Marketing

Overview:

This qualification reflects the role of individuals working in a variety of marketing roles in a range of industry and enterprise contexts. Job roles may include direct marketing officers, market research assistants, marketing coordinators, marketing officers and public relations officers. Generally, they report to a senior member the marketing team.

Individuals at this level have well-developed marketing skills across a variety of contexts. Duties may include market research, analysing consumer behaviour in specific contexts, planning and developing marketing activities, and developing public relations documents and campaigns.

Course delivery & structure:

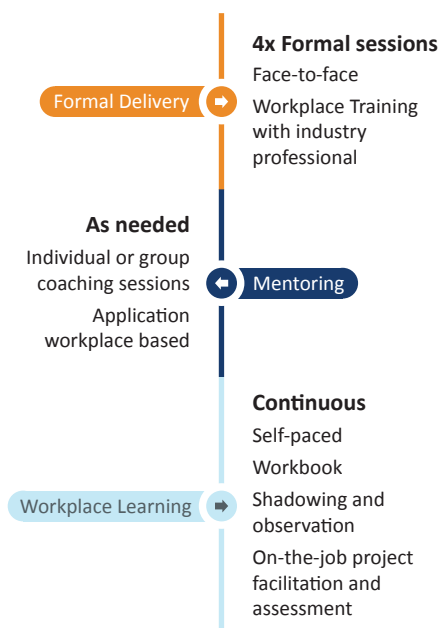
Delivery underpins our philosophy that work is the learning and learning is the work. We deliver a combination of formal training sessions and mentoring. We utilise a mix of on-the-job observation and questioning, and workplace based projects throughout our assessment tasks.

Participants are encouraged to challenge their existing knowledge and extend their boundaries whilst they expand their skill base.

To successfully attain the BSB41315 Certificate IV in Marketing, students are required to complete a total of ten (10) units of competency, comprising of:

- 4 core units, and;
- 6 elective units, of which:
 - 3 units must be from the elective units over page;
 - 3 units may be from this Training Package or from any current accredited course or endorsed Training Package at this qualification level;
 - if not listed below, 1 of the elective units may be selected from a Certificate III or Diploma qualification.

Delivery Mode:



This nationally recognised qualification is delivered by Flexible Training Solutions RTO ID 6333. It provides skills and knowledge to the industry standard. We actively tailor training for people from diverse backgrounds, including those with disabilities, and encourage all to apply.

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Duration:

This program is typically delivered over 12-24 months.



Projects:

We believe to get the most out of a program, training should be applicable to a trainees job role. Projects directly impact and relate to your business.



Workplace mentors:

a workplace mentor will be assigned from within your business. This ensures that knowledge and skills are reinforced throughout the program.



For more information or to get started visit
www.flexibletrainingsolutions.com.au



Flexible Training Solutions

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Core Units


BSBCMM401	Make a presentation
BSBMKG401	Profile the market
BSBMKG402	Analyse consumer behaviour for specific markets
BSBMKG408	Conduct market research


Elective Units


BSBADV405	Perform media calculations
BSBCUS402	Address customer needs
BSBCUS403	Implement customer service standards
BSBEBU401	Review and maintain a website
BSBFIM501	Manage budgets and financial plans
BSBINT401	Research international business opportunities
BSBITA401	Design databases
BSBITU301	Create and use databases
BSBLDR402	Lead effective workplace relationships
BSBMKG409	Design direct response offers
BSBMKG410	Test direct marketing activities
BSBMKG411	Analyse direct marketing databases
BSBMKG412	Conduct e-marketing communications
BSBMKG413	Promote products and services
BSBMKG414	Undertake marketing activities
BSBMKG415	Research international markets
BSBMKG416	Market goods and services internationally
BSBPRO401	Develop product knowledge
BSBPUB401	Develop and apply knowledge of public relations industry
BSBPUB402	Develop public relations campaigns
BSBPUB403	Develop public relations documents
BSBREL401	Establish networks
BSBREL402	Build client relationships and business networks
BSBRES401	Analyse and present research information
BSBRISK401	Identify risk and apply risk management processes
BSBSLS407	Identify and plan sales prospects
BSBSLS408	Present, secure and support sales solutions
BSBSUS301	Implement and monitor environmentally sustainable work practices
BSBWHS401	Implement and monitor WHS policies, procedures and programs to meet legislative requirements
BSBWRT401	Write complex documents

For more information contact us directly

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