

**FACULTY OF  
BUSINESS**



# **BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION**

# ABOUT OUR FACULTY OF BUSINESS



Imagine Education Australia's Faculty of Business delivers training in a wide variety of specialist areas including business, management, administration, and marketing and communication. Courses are offered from Certificate III level through to Advanced Diploma level. Our highly-skilled trainers are committed to providing our students the best and most up-to-date training in their chosen area of this dynamic field. At Imagine our aim is to give our Faculty of Business students the tools and training to enter the world of business confidently.



## STUDENT TESTIMONIAL

"I love how studying at Imagine Education allows me to live on the beautiful Gold Coast! I am learning so much in my classes and I would recommend Imagine's business courses to other international students."

Sandra Wesslen  
Sweden

Main Campus

# BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION



COURSE CODE:

CRICOS CODE:

COURSE LENGTH:

CAREER OUTCOMES:

ARTICULATION PATHWAY:

CAMPUS:

BSB42415

091162F

32 weeks

Direct marketing officer; marketing officer; marketing research assistant; marketing coordinator; public relations officer

Diploma of Marketing and Communication; a range of Diploma Level Qualifications within the business services training package

Brisbane Campus

## OVERVIEW

Over 32-weeks you will develop marketing skills and a broad knowledge base in a wide variety of marketing contexts. You will learn important skills including; how to promote products and services; how to make a presentation; how to conduct market research; and how to apply digital solutions to work processes.

Once you have successfully completed your qualification, you may wish to pursue a career in a variety of exciting roles. These include marketing officer, marketing research assis-

tant, or public relations officer amongst others. Alternatively you may wish to further your studies with your Diploma of Marketing and Communication or another Diploma course in the Business Services Training Package.

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

## ENTRY REQUIREMENTS

## TIMETABLE

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Friday 8:30am – 4:30pm	Day to be determined by your trainer; Monday – Thursday 8:30am – 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded

# 2020 ACADEMIC CALENDAR

BSB42415 Certificate IV in Marketing  
and Communication **BRISBANE**

- Start Dates
- Holidays / Public Holiday
- Review

JANUARY						
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# 2021 ACADEMIC CALENDAR

BSB42415 Certificate IV in Marketing  
and Communication **BRISBANE**

- Start Dates
- Holidays / Public Holiday
- Review

JANUARY						
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# CONTACT US



## MAIN CAMPUS

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13 BENOWA ROAD  
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## SOUTHPORT CENTRAL CAMPUS

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SPRING HILL QLD 4000

## WOOLLOONGABBA CAMPUS

12 ANNERLEY ROAD  
WOOLLOONGABBA QLD 4102

## EMAIL

[info@imagineeducation.com.au](mailto:info@imagineeducation.com.au)

## WEBSITE

[WWW.IMAGINEEDUCATION.COM.AU](http://WWW.IMAGINEEDUCATION.COM.AU)

## OUR COURSES

### ENGLISH COURSES

056501E General English; 1 – 60 weeks  
056499E IELTS Preparation; 1 – 12 weeks  
057239F Young Learners English Program; 1 – 40 weeks  
056502D High School Preparation; 60 weeks

### BUSINESS, MARKETING & ACCOUNTING COURSES

BSB30115 Certificate III in Business; 22 weeks  
BSB40215 Certificate IV in Business; 24 weeks  
BSB42415 Certificate IV in Marketing and Communication; 32 weeks  
BSB50215 Diploma of Business; 28 weeks  
BSB50415 Diploma of Business Administration; 23 weeks  
BSB51918 Diploma of Leadership and Management; 36 weeks  
BSB52415 Diploma of Marketing and Communication; 32 weeks  
BSB60215 Advanced Diploma of Business; 30 weeks  
BSB61015 Advanced Diploma of Leadership and Management; 32 weeks  
BSB61315 Advanced Diploma of Marketing and Communication; 32 weeks  
FNS40217 Certificate IV in Accounting and Bookkeeping; 32 weeks  
FNS50217 Diploma of Accounting; 29 weeks  
FNS60217 Advanced Diploma of Accounting; 36 weeks

### AUTOMOTIVE COURSES

AUR30616 Certificate III in Light Vehicle Mechanical Technology; 60 weeks  
AUR40216 Certificate IV in Automotive Mechanical Diagnosis; 36 weeks

### CHILD CARE COURSES

CHC30113 Certificate III in Early Childhood Education and Care; 28 weeks  
CHC50113 Diploma of Early Childhood Education and Care; 32 weeks

### COMMUNITY SERVICES COURSES

CHC33015 Certificate III in Individual Support (Ageing, Home and Community); 27 weeks  
CHC43015 Certificate IV in Ageing Support; 39 weeks  
CHC43015 Certificate IV in Ageing Support (upgrade); 39 weeks

### FITNESS COURSES

SIS30315 Certificate III in Fitness; 36 weeks  
SIS40215 Certificate IV in Fitness; 36 weeks

### HOSPITALITY COURSES

SIT30616 Certificate III in Hospitality; 40 weeks  
SIT30816 Certificate III in Commercial Cookery; 40 weeks  
SIT40516 Certificate IV in Commercial Cookery; 25 weeks  
SIT50416 Diploma of Hospitality Management; 56 weeks  
SIT50416 Diploma of Hospitality Management (Commercial Cookery) (upgrade); 27 weeks  
SIT60316 Advanced Diploma of Hospitality Management; 51 weeks

Cricos Provider No. 02695C  
National Provider No. 31302  
Imagine Education Australia Pty Ltd  
Investing in imaginations

The information in this course guide was correct at time of printing  
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