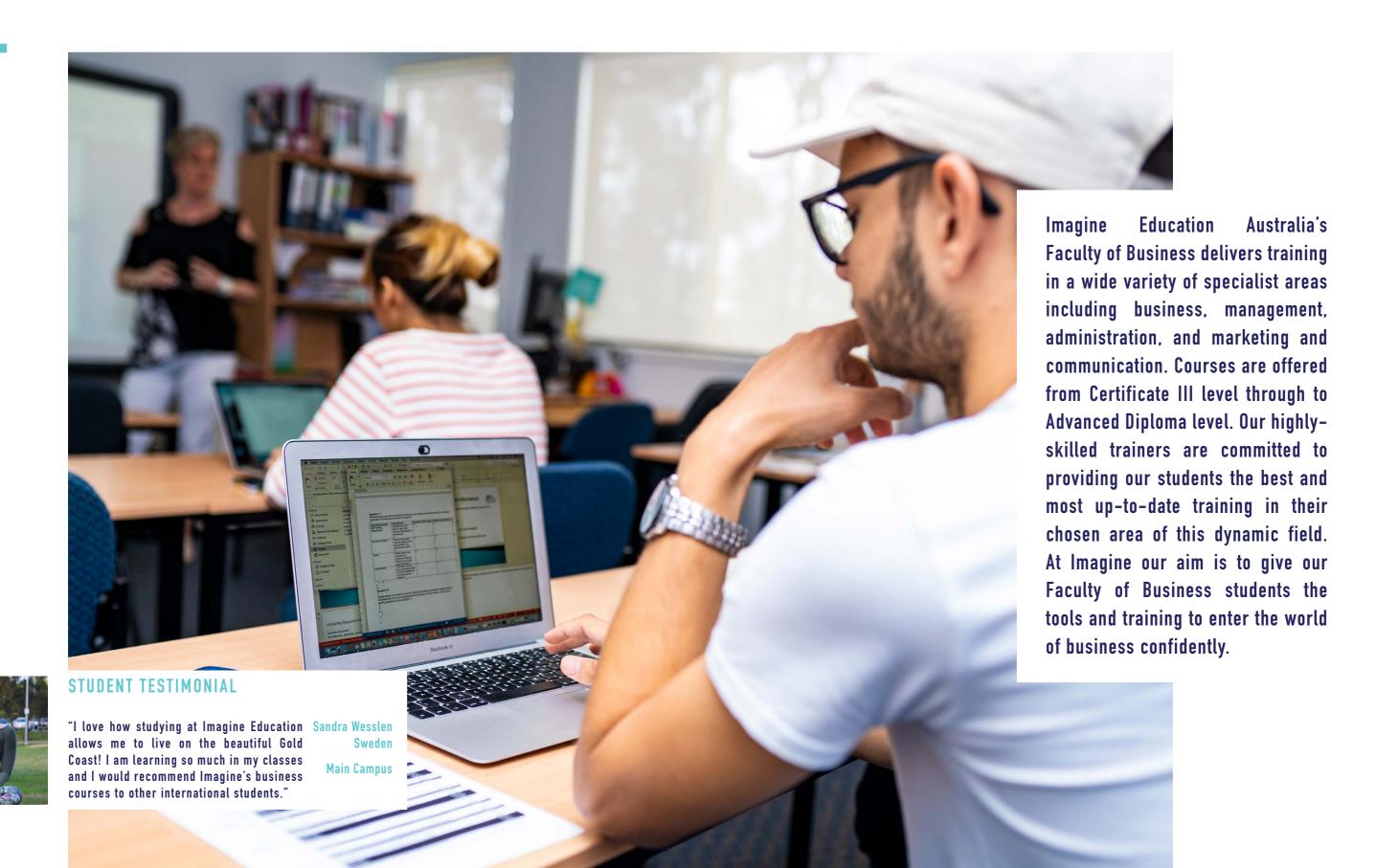
FACULTY OF BUSINESS



BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION



ABOUT OUR FACULTY OF BUSINESS



BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION



COURSE CODE: BSB42415
CRICOS CODE: 091162F
COURSE LENGTH: 32 weeks

CAREER OUTCOMES: Direct marketing officer; marketing officer; marketing research assistant; marketing

coordinator; public relations officer

ARTICULATION PATHWAY: Diploma of Marketing and Communication; a range of Diploma Level Qualifications within the

business services training package

CAMPUS: 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.

ENTRY REQUIREMENTS

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.

TIMETABLE

TUTORIAL DAY

Friday 8:30am - 4:30pm

RESEARCH DAY

Day to be determined by your trainer; Monday - Thursday 8:30am - 4:30pm

DISTANCE EDUCATION

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

2021 ACADEMIC CALENDAR

BSB42415 Certificate IV in Marketing and Communication BRISBANE

JANUARY

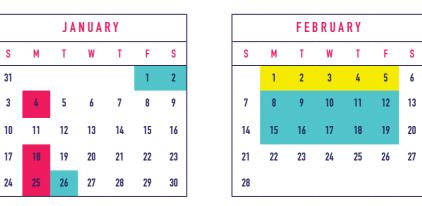


- Holidays / Public Holiday
- Review

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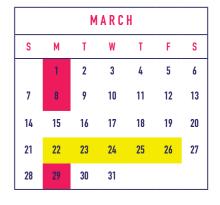
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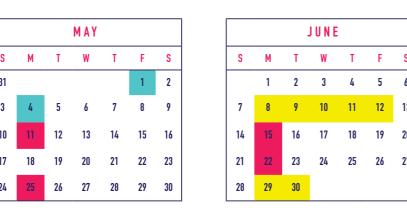
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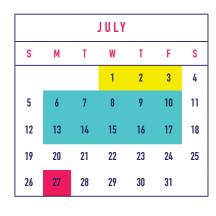






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CONTACT US



MAIN CAMPUS

+617 5552 0900 13 BENOWA ROAD SOUTHPORT QLD 4215

SOUTHPORT CENTRAL CAMPUS

+617 5571 1122 BUILDING 3F, 9 LAWSON STREET SOUTHPORT QLD 4215

ASHMORE CAMPUS

+617 5586 2244 151 CURRUMBURRA ROAD ASHMORE QLD 4214

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

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 (May 2019).

BRISBANE CAMPUS

+617 5521 0595 LEVEL 2, 170 LEICHHARDT STREET SPRING HILL QLD 4000

WOOLLOONGABBA CAMPUS

12 ANNERLEY ROAD WOOLLOONGABBA QLD 4102

EMAIL

info@imagineeducation.com.au

WEBSITE

WWW.IMAGINEEDUCATION.COM.AU

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

IMAGINE EDUCATION AUSTRALIA

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