# 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

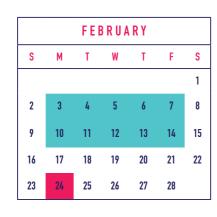
<sup>\*</sup> Please note, course timetables are subject to change and attendance is recorded

### 2020 ACADEMIC CALENDAR

## BSB42415 Certificate IV in Marketing and Communication BRISBANE

- Start Dates
- Holidays / Public Holiday
- Review

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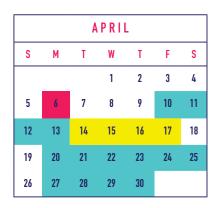
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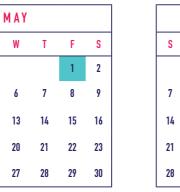
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## **CONTACT US**



#### 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 COURSE

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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