



BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION

Study Location

Academies Australasia Polytechnic
Level 7, 628 Bourke St,
Melbourne, VIC 3000, Australia

Course Name

Certificate IV in Marketing and
Communication

Course TGA Code BSB42415

Course CRICOS Code 094964C

Delivery Period (include holidays)

Total: 2 terms (6months)

Provider CRICOS Number

02439G

Contact Hours (per week)

International Students:
Minimum 20 hours/week

Domestic Students:

Blended learning available

Study Requirements

12 Total units:
5 core units & 7 electives

Administration Fee:

\$200 (1 program)
\$300 (2 or more programs)

2017 Tuition Fee (AUD)

International Students:
AUD \$4,500

Material Fee: AUD\$100

Swipe Card (Refundable): AUD\$100
2017 Overseas Student Health Cover
\$690 / year (SINGLE)

2017 Intake Dates:

3 July, 25 Sept

2017 Mid-Term Intake Dates:

15 May, 7 Aug, 30 Oct

2017 Annual Living Expenses
(Guide for International Students)
\$19,830 / year (estimate)

Marketing

In today's business, marketing plays a vital role in understanding consumers and markets to enable companies to make more profitable and more effective decisions. In every sector of the economy, public, private or not for profit, marketing is critical to the success of every business.

Managing the marketing process requires certain knowledge of both the marketplace and the implications of the marketing mix.

Our nationally recognised courses provide you with this knowledge.

The courses will enable you to achieve your ambitions easily and provide access to positions in the various sectors of the industry such as Advertising, Direct Marketing, Promotion Marketing and Marketing Research.

Course Outline

Our Marketing courses have been developed according to the requirements of the Business Services Training Package (BSB15) and have been approved for delivery by the Australian Skills Quality Authority (ASQA). They are nationally recognised qualifications within the Australian Qualifications Framework (AQF).

Course Requirements

This BSB42415 Certificate IV in Marketing and Communication is made up of 12 units including Interpersonal Communication, Market Profiling, Marketing Communication and Consumer Behaviour subjects divided into Core and Elective units, as below:

Code	Core Units
BSBCMM401	Make a presentation
BSBCRT401	Articulate, present and debate ideas
BSBMGT407	Apply digital solutions to work processes
BSBMKG417	Apply marketing communication across a convergent industry
BSBMKG418	Develop and apply knowledge of marketing communication industry
Code	Elective Units
BSBMKG419	Analyse consumer behaviour
BSBMKG408	Conduct market research
BSBMKG409	Design direct response offers
BSBPRO401	Develop product knowledge
CUAWRT401	Edit texts
BSBMKG401	Profile the market
BSBWRT401	Write complex documents

NOTE: Fees and units may subject to change

Assessment and Fees

A range of assessment tasks will be undertaken which may include but is not limited to: observation, project/ report, case study, role play, exercises, activities; and written/oral tasks including multiple choice, questions and answer, essays, true/false and presentations

Student Support

A range of student services will be available to enrolled students at AAPoly, including welfare and academic counselling and learning resource material. For further information contact the Academic Support Department at AAPoly.

Learning Facilities & Resources

AAPoly has a range of facilities and resources for students including computer labs, study space, meeting rooms, access to the City libraries as well as AAPoly library on Level 7 at the Bourke Street.

Further Information

The commencement of any program is always subject to funding and class sizes. While the information provided in this publication is correct at the time of going to press, AAPoly reserves the right to alter any course, procedure or fee. Students are advised to check for any amendments prior to enrolment.

Application Method

Submit an application form to:
Academies Australasia Polytechnic
Level 7, 628 Bourke St,
Melbourne, VIC 3000, Australia.
Form may be downloaded at
www.aapoly.edu.au

Course Enquiries

Academies Australasia Polytechnic
Level 7, 628 Bourke St,
Melbourne, VIC 3000, Australia
Phone: +613 86104100
Email: enquiries@aapoly.edu.au

Updated on 07 June 2017

Career Opportunities

Job roles and titles vary across different industry and public sectors:

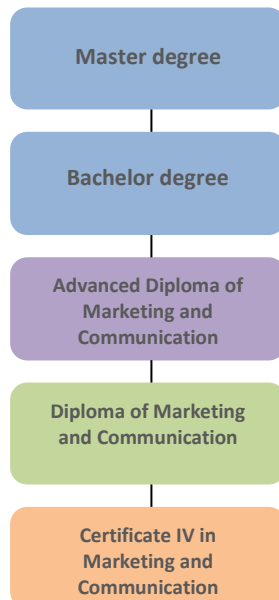
- Customer Service Advisor
- Sales employee
- Direct Marketing Assistant
- Marketing and Communications Consultant
- Marketing Coordinator

Recognition of Prior Learning

RPL assesses your current skills and knowledge against the learning outcomes of a course or units, regardless of how and where the learning occurred. Competencies may have been attained through: study, work experience and general life experience activities.

AAPoly is obliged to recognize the AQF qualifications and statements of attainment issued by other registered training organizations. For further details email enquiries@aapoly.edu.au

AAPoly Pathway



Entry Requirements:

For International Students, the following are mandatory requirements:

- Be at least 18 years of age
- English level at IELTS 5.5 or above (with no bands lower than 5.0) or PTE Academic Score of 42 or higher (with no section lower than 36).
- Have successfully completed Australian Year 11 or equivalent.

For Domestic Students, direct applications are accepted.

- Have successfully completed Australian Year 11 or equivalent.
- Students without formal qualifications may submit a resume detailing working experience, supported by references from employers.

Nationally Accredited Qualification in Australia



University Pathways



IN ASSOCIATION WITH



A FEDERATION UNIVERSITY PARTNER PROVIDER INSTITUTION

AAPoly – A FedUni Partner Provider Institution in Melbourne
FedUni CRICOS Provider Number 00103D