

## COURSE & PROGRAM DETAILS

COURSE CODE	<b>BSB42415</b>	COURSE TITLE	<b>Certificate IV in Marketing and Communication</b>	STAGE	<b>Stage 1 - Stage 2</b>
TERM DELIVERY	<b>1</b>	TERM DATES	<b>14<sup>th</sup> January 2019 to 22<sup>nd</sup> March 2019</b>	CLASS	<b>CIVMC</b>
NO. OF WEEKS	<b>10</b>	STUDY DAYS	<b>Three (3): Monday, Tuesday &amp; Blended</b>	TRAINER & ASSESORS	<b>Day 1: Priya Singh Day 2: Anthony Broad</b>

## SCHEDULED TIMETABLE & ASSESSMENT PLAN

UNIT CODE	UNIT NAME	WEEK(S)	DAY 1: Monday		DAY 2: Tuesday		DAY 3: Blended		ASSESSMENT DATE (Expected)	RE-ASSESSMENT DATE* (Expected)
			0900-1230	1300 -1630	0900-1230	1300 -1630	0900-1230	1300 -1630		
<b>BSBMKG419</b>	<b>Analyse consumer behaviour</b>	<b>1 - 10</b>	<b>Level 7, 7.23</b>	<b>Level 7, 7.23</b>			<b>LMS Support</b>	<b>Week 9</b>	<b>Week10</b>	
<b>BSBMKG409</b>	<b>Design direct response offers</b>									
<b>BSBMKG413</b>	<b>Promote products and services</b>									
<b>Cluster: Business Development – Marketing</b>										
<b>BSBMKG417</b>	<b>Apply marketing communication across a convergent industry</b>	<b>1 - 10</b>			<b>Level 7, 7.23</b>	<b>Level 7, 7.23</b>	<b>LMS Support</b>	<b>Week 9</b>		
<b>BSBMKG418</b>	<b>Develop and apply knowledge of marketing communication industry</b>									

Be advised in addition to the scheduled class hours above students must allocate a minimum of 6 hours a week for self-directed study, research and assessment preparations via <http://lms.aapoly.edu.net.au/> Attendance at all timetabled classes is compulsory

\*Re-assessment Period: If students do not complete the nominated unit(s) successfully by the scheduled dates, students will be issued a Not Yet Competent (NYC) and they will need to enrol and complete the subject again.

\*Academies Australasia Polytechnics reserves the right to amend the scheduled timetable.