



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

COURSE INFORMATION BSB42415 CERTIFICATE IV IN MARKETING AND COMMUNICATION

CRICOS Course Code: 095088A

Course Duration:	52 weeks with 20 contact hours per week including a twelve (12) week approved holiday period.		
Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)	
A\$ 8,000.00	A\$ 200.00	A\$ 200.00	
Please note Magill College Sydney reserves the right to vary the Course Fees and Other Fees with prior notice. Please contact the College prior to enrolling to confirm the current cost and fee structure.			
<p>Entry requirements: There are no pre-requisite entry requirements for this qualification. Magill College Sydney does not accept any students under 18 years of age, and therefore it is mandatory that all students who wish to enrol in this course must be at least 18 years of age.</p> <p>For international students whose first language is not English, the minimum required level of English language proficiency is an IELTS score of 5.5 or TOEFL iBT score of 46 [or equivalent, as recognised by Department of Home Affairs (DHA) and a satisfactory completion of HSC Year 12 or equivalent.]</p>			
<p>Learning and Career Pathways Information: Preferred pathways for students into this qualification may include a number of entry points, including:</p> <ul style="list-style-type: none"> • A satisfactory completion of HSC Year 12 or equivalent; or • For mature age entry (21 years of age or above) with vocational experience assisting in a range of environments, but without a formal qualification. <p>Pathways from the qualification: Students who gain the BSB42415 Certificate IV in Marketing and Communication qualification can further their study in the BSB52415 Diploma of Marketing and Communication or other Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.</p>			
<p>Qualification Packaging Rules: To attain the BSB42415 Certificate IV in Marketing and Communication qualification twelve (12) units (Five (5) Core units and Seven (7) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB42415 Certificate IV in Marketing and Communication.</p> <p>Upon completion of the qualification under the course structure listed below students will be issued with an AQF Qualification BSB42415 Certificate IV in Marketing and Communication. Students completing assessment requirements for part of a qualification will be awarded a Statement of Attainment, indicating which units of competency they have completed.</p>			
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		
Elective Units			
BSBINM401	Implement workplace information system		
BSBLDR402	Lead effective workplace relationships		
BSBMKG401	Profile the market		
BSBMKG408	Conduct market research		
BSBMKG419	Analyse consumer behaviour		
BSBRES411	Analyse and present research information		
BSBWRT401	Write complex documents		
Vocational Outcome:	<p>This course is designed for:</p> <ul style="list-style-type: none"> • Individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts; or • Individuals who in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources; or • Conversely, it may also apply to those individuals who may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners. <p>Further information regarding BSB – Business Services Training Package can be accessed at: www.training.gov.au</p>		