

# Course Information

## BSB40820 Certificate IV in Marketing and Communication

CRICOS Course Code: 106489M		
<b>Course Duration:</b>	52 weeks including a sixteen (16) week approved holiday period.	
<b>Course Location:</b>	Level 4, 388-390 Sussex Street, Sydney NSW 2000 (face-to-face component). Level 4, 695-699 George Street, Haymarket NSW 2000 (face-to-face component).	
<b>Course Mode of Study:</b>	20 contact hours per week, consisting of 13.5 hours classroom based face-to-face learning and 6.5 hours online learning.	
Course Fee	Enrolment Fee (non-refundable)	Material Fee (incl. study materials)
A\$ 8,000.00	A\$ 200.00	A\$ 200.00
<p>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> <p><b>Academic Entry Requirements:</b> 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 at the time of course commencement.</p> <p><b>English Entry Requirements:</b> To satisfy the English language entry requirements, applicants must demonstrate proficiency equivalent to a minimum IELTS score of 6.0 or an equivalent test result. Acceptable evidence includes results from a recognised English language test, successful completion of an ELICOS program at the Upper-Intermediate level, or completion (or substantial completion) of an AQF Level 4 or higher qualification. Applicants may also qualify under exemption categories recognised by the Department of Home Affairs (DHA). Where formal evidence is unavailable, an applicant may satisfy this requirement through the successful completion of Magill College Sydney English placement test or by an approved ELICOS provider.</p> <p><b>Resources Requirements:</b> Student will require access to digital learning resources, access to video and audio recording, submit and complete assessment and participate in a range of communication and collaboration tools. As such, students can bring their own device (BYOD) to use their personal laptop, tablet or device to access a broad range of course related applications. Students will have access to on-site computers, free Wi-Fi and facilities to support their learning and assessment activities. The minimum IT requirements include: computer hardware (access to a desktop or laptop computer with headphones or in-built microphone with speakers); operating systems (for PC users, Windows 7 and above and for Mac users: OSX 10.8 and above); internet (a reliable, high speed broadband internet connection, with sufficient upload and download); web browser (the recommended web browsers for accessing the Student Portal are Firefox and Edge); and computer software (Microsoft 365 to create documents, spreadsheets and presentation).</p> <p><b>Learning and Career Pathways Information:</b> Preferred pathways for students into this qualification may include a number of entry points, including:</p> <ul style="list-style-type: none"> <li>• A satisfactory completion of HSC Year 12 or equivalent; or</li> <li>• For mature age entry (21 years of age or above) with vocational experience assisting in a range of environments, but without a formal qualification.</li> </ul> <p>Pathways from the qualification: Students who gain the BSB40820 Certificate IV in Marketing and Communication qualification can further their study in the BSB50620 Diploma of Marketing and Communication or other Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.</p> <p><b>Assessment Methods:</b> Assessments are determined over a period of time and through various assessment activities. Competency is determined after evidence is gathered by a combination of classroom activities, written assessments, and practical application of skills and knowledge. A number of approaches to course assessment are used by the College trainers/assessors. Assessment approaches may include: questioning; case studies; projects; assignments; presentations; role play; and/or written reports.</p> <p><b>Qualification Packaging Rules:</b> To attain the BSB40820 Certificate IV in Marketing and Communication qualification twelve (12) units (Six (6) Core units and six (6) Elective units) must be completed successfully. These units of competency have been selected in accordance with packaging rules, as specified in BSB40820 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 BSB40820 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> <p><b>Recognition of Prior Learning or Credit Transfer:</b> Magill College Sydney offers students the opportunity to apply for course credit through Recognition of Prior Learning (RPL) and Credit Transfer (CT). For further information please contact the Administration Manager on (02) 8061 6980 or email <a href="mailto:admin@magill.edu.au">admin@magill.edu.au</a></p>		

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<b>Units of Competency</b>	
<b>Core Units</b>	
BSBCMM411	Make presentations
BSBCRT412	Articulate, present and debate ideas
BSBMKG433	Undertake marketing activities
BSBMKG435	Analyse consumer behaviour
BSBMKG439	Develop and apply knowledge of communications industry
BSBWRT411	Write complex documents
<b>Elective Units</b>	
BSBMKG440	Apply marketing communication across a convergent industry
BSBMKG434	Promote products and services
BSBFIN401	Report on financial activity
BSBOPS404	Implement customer service strategies
BSBINS401	Analyse and present research information
BSBINS402	Coordinate workplace information systems
<b>Vocational Outcome:</b>	<p>This course is designed for:</p> <ul style="list-style-type: none"> <li>Individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts; or</li> <li>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</li> <li>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.</li> </ul> <p>Further information regarding BSB – Business Services Training Package can be accessed at: <a href="http://www.training.gov.au">www.training.gov.au</a></p>

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