

**HEAD OFFICE**

9 Darling St Ipswich Qld 4305

BRISBANE OFFICE

4/621 Coronation Dr Toowong 4066

CONTACT DETAILS

Phone 07 3812 2920

Fax 07 3812 3552

Email skills@topoffice.com.auWeb www.topoffice.com.au

*Discover
yourself...*

WE SPECIALISE IN**NATIONALLY RECOGNISED CERTIFICATES**

- Certificate II in Business
 - Customer Contact
- Certificate III in Business
 - Administration
 - Customer Contact
 - Frontline Management
 - Recordkeeping
- Certificate IV in Business
 - Administration
 - Frontline Management
 - Human Resources
 - Marketing
 - Recordkeeping
 - Small Business Management

COMPUTER TRAINING

- Microsoft Office
- MYOB

PROFESSIONAL DEVELOPMENT

- It's Not Just a Job
- Exceptional Customer Service
- Telephone Etiquette
- Organisational Skills
- Winning Teams
- Communication in Business
- Excellence in Training
- Team Leadership

Discover us...

WHO ARE WE?

- Nationally Recognised Provider # 0653
- A division of the TOP Office Group of Companies
- Established 1989
- Queensland Owned Family Business

BSB41307

Certificate IV in Marketing

TRAINING DELIVERY MODE

E-Learning (Online) / Correspondence

LENGTH OF STUDY

Maximum 12 months access to training program and support.

COURSE DESCRIPTION

This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to a more senior marketing practitioner.

JOB ROLES

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Direct Marketing Officer
- Market Research Assistant
- Marketing Coordinator
- Marketing Officer
- Public Relations Officer.

COURSE PRE-REQUISITES

- Evidence through either training or work experience of performance equivalent to Certificate III in Business.
- Some vocational experience in assisting marketing team leaders, supervisors or managers to conduct marketing communication activities but without formal marketing qualifications.
- Sufficient literacy, numeracy and computer skills to complete the course
- Access to an internet connection and computer

PATHWAYS FROM THE QUALIFICATION

After achieving the BSB41307 Certificate IV in Marketing, candidates may undertake the BSB51207 Diploma of Marketing, a qualification for marketing team leaders or marketing managers who have responsibility for managing a team and for those required to manage the marketing function within an organisation, or a range of other Diploma qualifications.

UNITS OF COMPETENCY

Certificate IV in Business (Marketing) requires completion of 10 units of competency to attain the qualification. They can consist of:

- A minimum of four units from the **Core** units listed below
- A minimum of six units from the **Elective** units listed on the next page
- If not listed on the next page, one (1) unit may be selected from the BSB07 Certificate III qualification. Units selected from other Training Packages must not duplicate units selected from or available within the BSB07 Business Services Training Package

CORE UNITS**Interpersonal Communication**

BSBCMM401A Make a presentation

Marketing

BSBMKG401B Profile the market

BSBMKG402B Analyse consumer behaviour for specific markets

BSBMKG408B Conduct market research

Employability Skills are embedded in training and assessment. Information on the Employability Skills relevant to your qualification can be obtained by visiting this website and keying in the national code for the qualification: <http://employabilityskills.training.com.au>

Learn to suit your lifestyle and work commitments...



BSB41307 Certificate IV in Marketing

Elective Units

Customer Service

BSBCUS402A	Address customer needs
BSBCUS403A	Implement customer service standards

Financial Management

BSBFIM501A	Manage budgets and financial plans
------------	------------------------------------

IT Analysis and Design

BSBITA401A	Design databases
------------	------------------

IT Use

BSBITU301A	Create and use databases
------------	--------------------------

Marketing

BSBMKG413A	Promote products and services
BSBMKG414A	Undertake marketing activities

Occupational Health and Safety

BSBOHS407A	Monitor a safe workplace
------------	--------------------------

Product Skills and Advice

BSBPRO401A	Develop product knowledge
------------	---------------------------

Relationship Management

BSBREL401A	Establish networks
BSBREL402A	Build client relationships and business networks

Research

BSBRES401A	Analyse and present research information
------------	--

Risk Management

BSBRSK401A	Identify risk and apply risk management processes
------------	---

Sales

BSBSLS402A	Identify sales prospects
BSBSLS403A	Present a sales solution
BSBSLS404A	Secure prospect commitment
BSBSLS405A	Support post-sale activities
BSBSLS406A	Self-manage sales performance

Workplace Effectiveness

BSBWOR401A	Establish effective workplace relationships
------------	---

Writing

BSBWRT401A	Write complex documents
------------	-------------------------