

Course Outline

BSB41307 Certificate IV in Marketing

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.

Depending on the units selected to form the qualification, candidates may complete a generic marketing qualification or specialise in direct marketing, public relations or international marketing. Suggested units to achieve these outcomes are listed below.

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.

There are no specific pre-requisites for this qualification, however some language, literacy and numeracy skills will be required; if this poses any difficulty at all, discuss with your Work Plus Development + Training contact person, with your workplace supervisor or take advantage of the programs offered by Work Plus Development + Training (refer participants guide).

Work Plus Development + Training use a number of different approaches to facilitate learning and assessment for this qualification. Flexibility

In order to ensure that the business and the individuals gain the most out of this qualification, a flexible approach is taken by Work Plus Development + Training, which includes:

Undertaking a Training Needs Analysis with the business and the individuals

Negotiating the “Planned Outcomes” with the business and the individuals

Conducting all learning and assessment activities at dates, times and locations suitable to all involved

Please ask your Work Plus Development + Training representative to provide you with any further information that you require – qualification rules on following page.

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Work Plus Development + Training representative today**

Certificate IV in Marketing – the qualification rules

Requiring 10 units for the qualification.

Four core units

- BSBCMM401A Make a presentation
- BSBMKG401B Profile the market
- BSBMKG402B Analyse consumer behaviour for specific markets
- BSBMKG408B Conduct market research

Six elective units

At least **3** of the **elective units** must be selected from the elective units listed below.

The other **3 elective units** may be selected from the remaining elective units listed below, the BSB07 Business Services Training Package or any other currently endorsed national Training Package. If not listed below, 1 unit may be selected from either a Certificate III or Diploma qualification.

- BSBADV405A Perform media calculations
- BSBCUS402A Address customer needs
- BSBCUS403A Implement customer service standards
- BSBEBU401A Review and maintain a website
- BSBFIM501A Manage budgets and financial plans
- BSBINT401B Research international business opportunities
- BSBITA401A Design databases
- BSBITU301A Create and use databases
- BSBMKG409A Design direct response offers
- BSBMKG410A Test direct marketing activities
- BSBMKG411A Analyse direct marketing databases
- BSBMKG412A Conduct electronic marketing communications
- BSBMKG413A Promote products and services
- BSBMKG414A Undertake marketing activities
- BSBMKG415A Research international markets
- BSBMKG416A Market goods and services internationally
- BSBOHS407A Monitor a safe workplace
- BSBPRO401A Develop product knowledge
- BSBPUB401A Develop and apply knowledge of public relations industry
- BSBPUB402A Develop public relations campaigns
- BSBPUB403A Develop public relations documents
- BSBREL401A Establish networks
- BSBREL402A Build client relationships and business networks
- BSBRES401A Analyse and present research information
- BSBRSK401A Identify risk and apply risk management processes
- BSBSLS402A Identify sales prospects
- BSBSLS403A Present a sales solution
- BSBSLS404A Secure prospect commitment
- BSBSLS405A Support post-sale activities

- BSBSLS406A Self-manage sales performance
- BSBWOR401A Establish effective workplace relationships
- BSBWRT401A Write complex documents

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.

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