

MARKETING & BUSINESS



CERTIFICATE IV IN MARKETING AND COMMUNICATION



INDUSTRY ENDORSED



STUDENT SATISFACTION



SPENCER COLLEGE

BSB40820

CERTIFICATE IV IN MARKETING AND COMMUNICATION

CRICOS CODE : 108031G

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. Individuals in these roles 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 more senior practitioners.

Entry Requirement

- 18 years or over
- Basic computer skills
- Meet all Student Visa requirements, including IELTS 5.5 (or equivalent) or English proficiency or Spencer College ACSF test level 3 PLUS
- Minimum Year 12 education or equivalent

Delivery Methods

- Lecture/workshops
- Workbooks
- Role plays/simulations
- Practical activities

Course Delivery

52 weeks classroom delivery, depending on intake (includes a maximum of 8 weeks holiday). Students must attend minimum 20 hours class time per week as part of your Student Visa requirements. Distance learning is not available.

Recognition of Prior Learning (RPL)

If you think you may be eligible to apply for RPL, please contact the College to discuss.

Enrolment & Further Information

Email admin@spencercollege.edu.au or via one of our Education Agents.

To receive an enrolment kit, please email admin@spencercollege.edu.au
RTO No: 31809 | CRICOS Provider No: 03093K
ABN: 59 131 437 968

Head office address: L 1, 344 Queen Street, Brisbane QLD 4000. For career opportunities and further study, please refer to www.training.gov.au

Units of Competency

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| 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 |
| BSBMKG440 | Apply marketing communication across a convergent industry |
| BSBMKG434 | Promote products and services |
| BSBFIN401 | Report on financial activity |
| BSBTWK503 | Manage meetings |
| BSBPMG430 | Undertake project work |
| BSBINS401 | Analyse and present research information |