Business Online

Certificate IV in Marketing

Want to develop your marketing knowledge and skills to be able to work across a range of industry and organisational settings? In this course you will develop specialist marketing skills as well as other business skills that will allow you to function effectively in a marketing industry setting.

TAFE NSW Course No: 17855 | National Code: BSB41307 | Nationally Recognised Training

This course is delivered online

Course delivery
This online program allows you to complete your Certificate IV in Marketing within one year. Studying online, anywhere, anytime, means you can control your own learning at a pace you are comfortable with. A dedicated online facilitator (teacher) manages the learning environment, communicates with students, supports student learning and provides feedback on work submitted.

Course structure
This course requires completion of ten (10) units of competency. The units delivered in this course are:

- BSBCOMM401A Make a presentation
- BSBMKG401B Profile the market
- BSBMKG402B Analyse consumer behaviour
- BSBMKG408B Conduct market research
- BSBMKG412A Conduct e-marketing communications
- BSBMKG413A Promote products and services
- BSBMKG414A Undertake marketing activities
- BSBFIN402A Report on financial activity
- BSBWOR401A Establish effective workplace relationships
- BSBPRO401A Develop product knowledge

Assessments
A range of assessment methods are used in this course. These may include case studies, projects, practical exercises, reports and video presentation, each providing you with a portfolio of work experience.

Career Opportunities
Job roles and titles vary across different industry sectors. Whether you want to work as a marketing assistant, digital marketing officer, direct marketing officer or market research assistant, this course allows you to learn and apply your skills and knowledge in a flexible way that suits you.

Unlock your potential. It starts here.
Career pathways
Students who complete this course may continue with a pathway that leads to a Diploma or Advanced Diploma course from the BSB07 Business Services Training Package. Completion of the Diploma or Advanced Diploma may lead to direct entry into the Australian Catholic University or Macquarie University or you may enrol in the Bachelor of Business Studies at Charles Sturt University, delivered at the Northern Sydney Institute's Crows Nest Campus. For further information about our degree programs go to www.nsi.edu.au/degreeprograms.

Recognition of Prior Learning
TAFE NSW recognises the skills and knowledge you have gained in other courses, life experience or at work. You may be able to have your prior learning recognised and credited towards a course of study. Your online program will provide you with information on assessing your own skills against the qualification. For further general information call 131 674 or go to www.nsi.edu.au/recognition.

How to register
For registration, enrolment details and course enquiries email nsi.onlinecourses@tafensw.edu.au or call 02 9448 4518.

Terms and Conditions
Registration and payment are required to confirm your place and must be received before you commence your online studies. No refunds are given once you are enrolled. However, a substitute may participate in your place. If a course is canceled you are entitled to a full refund.

TAFE NSW courses commence only if there are sufficient resources and demand. Every effort was made to ensure this information was accurate as at 17 September 2013. Changes may have taken place since that time. Contact the Northern Sydney Institute, part of TAFE NSW to confirm course details and availability.

For further information:
Phone: 131 674 | Email: nsi.onlinecourses@tafensw.edu.au
The Northern Sydney Institute, part of TAFE NSW
Crows Nest Campus
149 West Street Crows Nest NSW 2065