CERTIFICATE IV IN MARKETING (BSB41315R1-01V01)

Marketing is present in almost every industry and is a sector that won’t stop growing.

Developing specialist marketing skills means becoming a highly sought after candidate for a wide range of exciting job roles.

COURSE DELIVERY
This online program allows you to complete your Certificate IV in Marketing within one year. Control your own learning at a pace you are comfortable with by studying online, anywhere, anytime.

A dedicated online teacher manages the learning environment, communicates with students, supports student learning and provides feedback on work submitted.

COURSE STRUCTURE
This course requires completion of 10 units of competency. The units delivered in this course are:

- BSBCMM401 Make a presentation
- BSBMKG401 Profile the market
- BSBMKG402 Analyse consumer behaviour
- BSBMKG408 Conduct market research
- BSBMKG412 Conduct e-marketing communications
- BSBMKG413 Promote products and services
- BSBMKG414 Undertake marketing activities
- BSBRSK401 Identify risk and apply risk management processes
- BSBBLDR402 Lead effective workplace relationships
- BSBP401 Develop product knowledge

ASSESSMENTS
A range of assessment methods are used in this course. These may include case studies, projects, practical exercises and reports, providing you with a well-rounded portfolio of work experience.

Unlock your potential. It starts here.  
Call 131 674 or visit nsi.edu.au/studyonline
CAREER OPPORTUNITIES
On completion of this qualification, you will be able to work across a broad range of job roles in different industry sectors.

Apply for positions as:
- Marketing Assistant
- Marketing Officer
- Market Research Assistant
- Marketing and Media Coordinator.

LEARNING PATHWAYS
Students who complete this course may continue with a pathway that leads to a diploma or advanced diploma course from the 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 nsi.edu.au/degreeprograms.

TERMS AND CONDITIONS
» Withdrawals must be submitted on the 2016 Withdrawal/Refund Application form for VET FEE-HELP students.
» Students withdrawing from a unit of study after an advertised Census date, will be liable for the TAFE NSW full tuition fee or VET FEE-HELP debt for that unit of study.

TAFE NSW courses commence only if there are sufficient resources and demand. Every effort was made to ensure this information was accurate as at April 2016. Changes may have taken place since that time. Contact the Northern Sydney Institute, part of TAFE NSW to confirm course details and availability.

CONTACT US FOR MORE INFORMATION
☎️ (02) 9448 4518
✉️ nsi.onlinecourses@tafensw.edu.au
🌐 nsi.edu.au/studyonline

THE BENEFITS OF OUR CERTIFICATES

ONLINE OR FACE-TO-FACE
Fit study around your work and lifestyle. Choose what method works best for you.

RECOGNITION OF PRIOR LEARNING
Get your prior learning or experience credited towards a course of study.

VET FEE-HELP
VET FEE-HELP is available for eligible students so that you can study now and pay later.

GOVERNMENT SUBSIDISED
The government will pay part of your fee and you pay the balance if eligible.