

Salisbury College Australia



RTO ID: 45062
CRICOS ID: 03565E

BSB40820

Certificate IV in Marketing and Communication

Knowledge gives power

2024 COURSE

BSB40820

Certificate IV in Marketing and Communication

CRICOS Course Code: 108156E

Course Duration

52 weeks (40 study weeks + 12 weeks holiday)

Delivery method:

Face to face

Career Opportunities:

Direct marketing Officer
Marketing Officer
Market research assistant
Marketing coordinator
Public relations officer



Course Description

This qualification reflects the role of individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

Award

Successful completion of all the twelve (12) unit of competencies required to be awarded with an AQF certification. Partial completions will be awarded with a Statement of Attainment.

Study Pathway

Students may further continue their study in BSB50620 Diploma of Marketing and Communication



Trainers Description



Dear Student,

My name is **Aminul Islam**. Welcome to Salisbury College Australia and congratulations on having made the best investment for your future. The staff are all so friendly and the teachers are all very dedicated. As well as that, the facilities are great and most importantly it's a really fun environment to work and study in.

Teaching is my passion. I have worked for several RTOs in Sydney and I am pursuing a Master degree in Accounting, Bachelor of Business Administration (BBA-majoring in Finance & Banking) and Bachelor of Commerce. Also, Advanced Diploma in Leadership & Management, Advanced Diploma of Marketing & Communication and Continuously attended the professional development (Trainer-Assessor PD Activity) seminar.

I have worked on a variety of projects as a senior account manager and have earned a reputation of integrity. I am very passionate to share my experience and making a positive difference in the lives of our students. I am your constant companion throughout your quest to successfully conquer knowledge. My personal motto is simple. Have fun learning and don't think too much.

Hello Students,

Welcome to Salisbury College Australia. My name is **Mohammad Mahafuzur Rahman** and currently working as a trainer of Certificate IV in Marketing and Communication at SCA. My academic qualification includes Masters of International Business and worked in different organisations in various capacities mainly in marketing role last 15 years. I also owned and operated few businesses which enhance my skills in leadership and management role. This being the case, I have a wealth of knowledge I can draw from to benefit our students. I am very passionate to share my experience and making a positive difference in the lives of our students. I pride myself in my ability to expose a whole new world to our trainees they may have not realized awaits them in either of my specialized fields.

Warm regards




Total number of units 12 (6 Core and 6 Electives)

Core Unit		
1	BSBCMM411	Make presentations
2	BSBCRT412	Articulate, present and debate ideas
3	BSBMKG433	Undertake marketing activities
4	BSBMKG435	Analyse consumer behaviour
5	BSBMKG439	Develop and apply knowledge of communications industry
6	BSBWRT411	Write complex documents
Elective Units		
1	SIRXMKT006	Develop a social media strategy
2	BSBMKG431	Assess marketing opportunities
3	BSBCRT411	Apply critical thinking to work practices
4	BSBPEF402	Develop personal work priorities
5	BSBTWK503	Manage meetings
6	BSBXCM401	Apply communication strategies in the workplace



How to apply?

 Level 5, 14 Railway Parade
Burwood NSW 2134

 1300 121 888

 admissions@sc.edu.au

 www.sc.edu.au

Your success starts with us

