



# AUSTRALIAN INSTITUTE OF TECHNICAL TRAINING

## BSB42415 Certificate IV in Marketing and Communication

Business & Management

CRICOS Course Code 094074D



Marketing

### Course Description

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.

### Qualification

Students successfully completing the course will receive the Nationally Recognised qualification; BSB42415 Certificate IV in Marketing and Communication.

### Course Duration

This course is offered full time over 1 year or 52 weeks including holidays on a full time basis.

### Contact Hours

20 hours per week for 40 weeks

*Additionally, students are expected to at least **10 hours** of individual study per week not limited to research, learning activities and assessment activities utilising the facilities and resources available at AITT.*

### Tuition Fee

AUD\$ 9,000

*Fees and Charges are subject to change with prior notice.  
Material Fee will be charged extra*

### Training Location

- Level 3, 475-485 Flinders Lane, Melbourne, VIC 3000  
(Classes as per scheduled timetable)
- Level 2, 335 Flinders Lane, Melbourne, VIC 3000  
(Classes as per scheduled timetable)

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### Entry Requirements

The Training Package does not specify any entry requirements for this qualification course.

### Age Requirements

AITT has a requirement that all students must be over 18 years of age at the commencement of course.

### Academic Requirements

To gain entry to this course, applicants should have successfully completed home country equivalent to an Australian Year 11 qualification.

For further information refer to the Equivalent Qualifications on the Victorian Curriculum and Assessment Authority (VCAA) website: <http://www.vcaa.vic.edu.au/Pages/vce/vcerecognition/equivalents/equiv-yr11.aspx>

### English Language requirements

All International Students applying for courses at AITT must have a minimum English Language proficiency level of one of the below:

#### *You should qualify in ANY ONE (1) of the following:*

- IELTS overall band of 5.5 or equivalent;
- TOEFL iBT test score band of 46 equivalent or above;
- PTE Academic band score 42 equivalent or above;
- Cambridge English Advanced (CAE) test score band of 47 equivalent or above;
- OET score band Pass equivalent or above;
- Successful completion of Senior Secondary certificate of education in Australia conducted in medium of English;
- Completion of a full time studies in Australia towards a Certificate III level course or above;
- English as the first language;
- Satisfactory completion of the EAL course OR
- Any other form of test which satisfies the Institution.

### Teaching Method

Teaching is conducted in the classroom. The delivery will include face to face teaching, lectures, discussions, research, learning activities, group work, and supervised practical sessions.

### Assessments

Assessments comprise of questions, projects, case studies, practical demonstrations and observation reports.

### Course Structure

#### Units of Competency

(12 Units including 5 core & 7 elective units)

Code	Title
<b>Core Units</b>	
• BSBCMM401	Make a presentation
• BSBCRT401	Articulate, present and debate ideas
• BSBMGT407	Apply digital solutions to work processes
• BSBMKG417	Apply marketing communication across a convergent industry
• BSBMKG418	Develop and apply knowledge of marketing communication industry
<b>Elective Units</b>	
• BSBMKG401	Profile the market
• BSBMKG408	Conduct market research
• BSBMKG413	Promote products and services
• BSBMKG419	Analyse consumer behaviour
• BSBPRO401	Develop product knowledge
• BSBRES401	Analyse and present research information
• BSBMKG507	Interpret market trends and developments

# aitt.vic.edu.au

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