



Australian Government

BSB42415 Certificate IV in Marketing and Communication

Release 1

BSB42415 Certificate IV in Marketing and Communication

Modification History

Release	Comments
Release 1	This qualification first released with BSB Business Services Training Package Version 2.0.

Qualification 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.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 12

5 core units plus

7 elective units, of which:

- 6 elective units must be selected from the electives listed below
- the remaining elective unit may be selected from the elective units listed below, or any currently endorsed Training Package or accredited course at Certificate IV or Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Core Units

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

Elective Units

BSBADV402 Conduct pre-campaign testing

BSBADV403 Monitor advertising production

BSBADV404 Schedule advertisements

BSBADV405 Perform media calculations

BSBADV406 Buy and monitor media

BSBADV407 Apply media analysis and processing tools

BSBADV408 Review advertising media options

BSBCUS401 Coordinate implementation of customer service strategies

BSBFIA402 Report on financial activity

BSBINM401 Implement workplace information system

BSBIPR403 Protect and use brands and business identity

BSBLDR402 Lead effective workplace relationships

BSBMKG401 Profile the market

BSBMKG408 Conduct market research

BSBMKG409 Design direct response offers

BSBMKG410 Test direct marketing activities

BSBMKG411 Analyse direct marketing databases

BSBMKG413 Promote products and services

BSBMKG419 Analyse consumer behaviour

BSBMKG420 Create digital media user experiences

BSBMKG421 Optimise digital media impact

BSBPRO401 Develop product knowledge

BSBPUB402 Develop public relations campaigns

BSBPUB403 Develop public relations documents

BSBRES401 Analyse and present research information

BSBWRT401 Write complex documents

CUAWRT401 Edit texts

CUAWRT402 Write extended stories

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB42415 Certificate IV in Marketing and Communication	BSB40115 Certificate IV in Advertising BSB41315 Certificate IV in Marketing	Qualifications merged to better fit industry practices	No equivalent qualification

Links

Companion volumes are available from the IBSA website -

http://companion_volumes.vetnet.education.gov.au/Pages/TrainingPackage.aspx?pid=13