BSB42415 Certificate IV in Marketing and Communication

Release 2
BSB42415 Certificate IV in Marketing and Communication

Modification History

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<tr>
<td>Release 2</td>
<td>This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.</td>
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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
BSBFIA412 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
BSBRES411 Analyse and present research information
BSBWRT401 Write complex documents
CUAWRT401 Edit texts
CUAWRT402 Write extended stories

Qualification Mapping Information

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Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10