



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSB41307 Certificate IV in Marketing**

**Revision Number: 2**

## BSB41307 Certificate IV in Marketing

### Modification History

Release	Comments
Release 2	Qualification updated in <i>BSB07 Business Services Training Package version 6.0</i> Codes of some units have been updated.

## Description

### Descriptor

This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They 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 a more senior marketing practitioner.

Depending on the units selected to form the qualification, candidates may complete a generic marketing qualification or specialise in direct marketing, public relations or international marketing.

### Job roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- direct marketing officer
- market research assistant
- marketing coordinator
- marketing officer
- public relations officer.
- 

## Pathways Information

### Qualification pathways

#### *Pathways into the qualification*

Preferred pathways for candidates considering this qualification include:

- BSB30110 Certificate III in Business or other relevant qualification
- or
- with vocational experience in assisting marketing team leaders, supervisors or managers to conduct marketing communication activities but without formal marketing qualifications.

#### *Pathways from the qualification*

- BSB51207 Diploma of Marketing or a range of Diploma qualifications
- 

## Licensing/Regulatory Information

There is no direct link between this qualification and licensing, legislative or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative or regulatory requirements that impact on the unit.

## **Entry Requirements**

There are no entry requirements for this qualification.

## Employability Skills Summary

### EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

#### BSB41307 Certificate IV in Marketing

The following table contains a summary of the employability skills required by industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry or enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> <li>• conducting marketing communications for a variety of target markets or audiences</li> <li>• making a presentation to clients or a group of colleagues</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• working with team members to complete marketing communication activities</li> <li>• working with team members to identify and allocate business resources</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>• diagnosing problems in the allocation and use of business resources</li> <li>• taking action to resolve issues arising when conducting work activities</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• collecting information and market intelligence on expected market growth areas</li> <li>• identifying, evaluating and suggesting marketing opportunities</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• planning and implementing strategies to improve client relationships</li> <li>• planning promotional activities, such as product launches</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• managing own time to ensure targets are met</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• maintaining knowledge of products and services</li> <li>• participating in ongoing professional development activities</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• using a computer-based program to develop an audio-visual presentation</li> <li>• selecting and using business technology suitable for a task</li> </ul>

## Packaging Rules

**Total number of units = 10**

**4 core units *plus***

**6 elective units**

**3 of the elective units** must be selected from the elective units listed below.

**3 elective units** may be selected from the elective units listed below, from this Training Package or from any current accredited course or endorsed Training Package at this qualification level. If not listed below, 1 unit may be selected from either a Certificate III or Diploma qualification.

Elective units must be relevant to the work outcome, local industry requirements and the qualification level.

### **Core units**

BSBCMM401A	Make a presentation
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets
BSBMKG408B	Conduct market research

### **Elective units**

#### **Advertising**

BSBADV405A	Perform media calculations
------------	----------------------------

#### **Customer service**

BSBCUS402B	Address customer needs
BSBCUS403B	Implement customer service standards

#### **E-business**

BSBEBU401A	Review and maintain a website
------------	-------------------------------

**Financial management**

BSBFIM501A Manage budgets and financial plans

**International business**

BSBINT401B Research international business opportunities

**IT analysis and design**

BSBITA401A Design databases

**IT use**

BSBITU301A Create and use databases

**Marketing**

BSBMKG409A Design direct response offers  
BSBMKG410A Test direct marketing activities  
BSBMKG411A Analyse direct marketing databases  
BSBMKG412A Conduct e-marketing communications  
BSBMKG413A Promote products and services  
BSBMKG414B Undertake marketing activities  
BSBMKG415A Research international markets  
BSBMKG416A Market goods and services internationally

**Occupational health and safety**

BSBOHS407A Monitor a safe workplace

**Product skills and advice**

BSBPRO401A Develop product knowledge

**Public relations**

BSBPUB401A Develop and apply knowledge of public relations industry  
BSBPUB402A Develop public relations campaigns  
BSBPUB403A Develop public relations documents

**Relationship management**

BSBREL401A Establish networks

BSBREL402A Build client relationships and business networks

**Research**

BSBRES401A Analyse and present research information

**Risk management**

BSBRSK401A Identify risk and apply risk management processes

**Sales**

BSBSLS407A Identify and plan sales prospects

BSBSLS408A Present, secure and support sales solutions

**Sustainability**

BSBSUS301A Implement and monitor environmentally sustainable work practices

**Workplace effectiveness**

BSBWOR401A Establish effective workplace relationships

**Writing**

BSBWRT401A Write complex documents