



Australian Government

BSB41315 Certificate IV in Marketing

Release 1

BSB41315 Certificate IV in Marketing

Modification History

Release	Comments
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

Qualification Description

This qualification is suitable for those who use well-developed marketing skills across a variety of contexts. Job titles might include direct marketing officers, market research assistants, marketing coordinators, marketing officers and public relations officers.

They are often adept problem solvers, can analyse information well and may have some limited responsibility for others. In most cases, individuals would usually report to a more senior marketing practitioner.

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 = 10

4 core units plus

6 elective units, of which:

- 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 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

BSBMKG401 Profile the market

BSBMKG402 Analyse consumer behaviour for specific markets

BSBMKG408 Conduct market research

Elective Units

BSBADV405 Perform media calculations

BSBCUS402 Address customer needs

BSBCUS403 Implement customer service standards

BSBEBU401 Review and maintain a website

BSBFIM501 Manage budgets and financial plans

BSBINT401 Research international business opportunities

BSBITA401 Design databases

BSBITU301 Create and use databases

BSBLDR402 Lead effective workplace relationships

BSBMKG409 Design direct response offers

BSBMKG410 Test direct marketing activities

BSBMKG411 Analyse direct marketing databases

BSBMKG412 Conduct e-marketing communications

BSBMKG413 Promote products and services

BSBMKG414 Undertake marketing activities

BSBMKG415 Research international markets

BSBMKG416 Market goods and services internationally

BSBPRO401 Develop product knowledge

BSBPUB401 Develop and apply knowledge of public relations industry

BSBPUB402 Develop public relations campaigns

BSBPUB403 Develop public relations documents

BSBREL401 Establish networks

BSBREL402 Build client relationships and business networks
BSBRES401 Analyse and present research information
BSBRSK401 Identify risk and apply risk management processes
BSBSLS407 Identify and plan sales prospects
BSBSLS408 Present, secure and support sales solutions
BSBSUS301 Implement and monitor environmentally sustainable work practices
BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements
BSBWRT401 Write complex documents

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB41315 Certificate IV in Marketing	BSB41307 Certificate IV in Marketing	Updated to meet Standards for Training Packages	Equivalent qualification

Links

Companion volumes available from the IBSA website:

http://www.ibsa.org.au/companion_volumes - http://www.ibsa.org.au/companion_volumes