



Australian Government

BSB41307 Certificate IV in Marketing

Release 3

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Modification History

Release	Comments
Release 3	New release of this Qualification with <i>BSB07 Business Services Training Package version 7.0</i> . BSBOHS elective unit updated with the BSBWHS unit and imported elective units updated with the most current equivalent.
Release 2	Qualification updated in <i>BSB07 Business Services Training Package version 6.0</i> . Codes of some units have been updated.
Release 1	Initial release of this Qualification.

Description

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

Pathways into the qualification

Preferred pathways for candidates considering this qualification include:

- BSB30112 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

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	- conducting marketing communications for a variety of target markets or audiences - making a presentation to clients or a group of colleagues
Teamwork	- working with team members to complete marketing communication activities - working with team members to identify and allocate business resources
Problem-solving	- diagnosing problems in the allocation and use of business resources - taking action to resolve issues arising when conducting work activities
Initiative and enterprise	- collecting information and market intelligence on expected market growth areas - identifying, evaluating and suggesting marketing opportunities
Planning and organising	- planning and implementing strategies to improve client relationships - planning promotional activities, such as product launches
Self-management	managing own time to ensure targets are met
Learning	- maintaining knowledge of products and services - participating in ongoing professional development activities
Technology	- using a computer-based program to develop an audio-visual presentation - selecting and using business technology suitable for a task

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

Work health and safety

BSBWHS401A Implement and monitor WHS policies, procedures and programs to meet legislative requirements

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