



Certificate IV in Marketing

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. This qualification provides knowledge and skills in market research and marketing strategies, and possible specialisation in either direct marketing, public relations or international marketing

Award

The Certificate IV in Marketing BSB41307 provides you with a nationally recognised qualification through high quality, flexible, customised training that will have a positive impact on your career and business

Our Trainers

Outsource Services will provide experienced training staff that inspire you to achieve great things. All our trainers are approved under the Australian Quality Training Framework and are experienced professionals as well as trainers!

Delivery

We offer flexible training delivery either face to face, self paced or in blended delivery modes. We will tailor the delivery to meet your needs.

Prior learning and current competency will be taken into consideration for all participants.

Course Duration

This course is a competency based training program and as such the duration of the course is to be determined on individual levels of current competence and RPL. However, expect to take around a month per module for most of our courses.

Entry Requirements

No entry requirements apply to this qualification.

Career Opportunities

This program is aimed at developing your skills for a role in marketing

Applicable occupations are:

Direct Marketing Officer

Market Research Assistant

Marketing Coordinator

Marketing Officer

Public Relations Officer

Investment

Please call us on 1300 136 904 and one of our friendly Consultants will help you with the best learning option for you.

All of Outsource Services programs form learning pathways to high level study and University entrance and credits.

FOR FURTHER INFORMATION

Visit our website at

www.outsourceservices.com.au

or call us on 1300 136 904





BSB41307 Certificate IV in Marketing Requiring 10 units for the qualification

- **4 core units**
- **6 elective units**
- At least 3 elective units must be selected from the elective units listed below.
- The remaining elective units may be selected from the units listed below, the BSB07 Business Services Training Package or any other currently endorsed national Training Package. If not listed below, 1 unit may be selected from either a Certificate III or Diploma qualification.
- Units from other Training Packages must not duplicate units selected from or available within BSB07 Business Services Training package
- 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

- BSBADV405A Perform media calculations
- BSBCUS402A Address customer needs
- BSBCUS403A Implement customer service standards
- BSBEBU401A Review and maintain a website
- BSBFIM501A Manage budgets and financial plans
- BSBINT401B Research international business opportunities
- BSBITA401A Design databases
- BSBITU301A Create and use databases
- BSBMKG409A Design direct response offers
- BSBMKG410A Test direct marketing activities
- BSBMKG411A Analyse direct marketing databases
- BSBMKG412A Conduct electronic marketing communications





Outsource Services Pty Ltd

Your training and development specialists!

Leadership Training • Sales and Marketing Training • IT Training • Retail Training • Training and Assessment • Frontline Management • Business Management • Project Management • Environmental Management

- BSBMKG413A Promote products and services.....
- BSBMKG414A Undertake marketing activities.....
- BSBMKG415A Research international markets.....
- BSBMKG416A Market goods and services internationally
- BSBOHS407A Monitor a safe workplace
- BSBPRO401A Develop product knowledge.....
- BSBPUB401A Develop and apply knowledge of public relations industry
- BSBPUB402A Develop public relations campaigns.....
- BSBPUB403A Develop public relations documents.....
- BSBREL401A Establish networks
- BSBREL402A Build client relationships and business networks
- BSBRES401A Analyse and present research information.....
- BSBRSK401A Identify risk and apply risk management processes
- BSBSLS402A Identify sales prospects
- BSBSLS403A Present a sales solution
- BSBSLS404A Secure prospect commitment
- BSBSLS405A Support post-sale activities
- BSBSLS406A Self-manage sales performance
- BSBWOR401A Establish effective workplace relationships
- BSBWRT401A Write complex documents

