



# CERTIFICATE IV IN MARKETING AND COMMUNICATION BSB42415



## INTAKE DATES<sup>1</sup>

	2018	2019
TERM 1	05 February	04 February
TERM 2	30 April	29 April
TERM 3	23 July	22 July
TERM 4	15 October	14 October



## CAMPUS AVAILABILITY<sup>1</sup>

- ☀️ Weekday - Bondi Junction
- ☀️ Weekday - Manly Beach
- ☀️ Weekday / 🌙 Weekend - Sydney CBD
- ☀️ Weekday - Brisbane CBD
- ☀️ Weekday / 🌙 Weekend - Melbourne CBD



## COURSE LENGTH

Duration: 4 terms<sup>2</sup> approximately 12 months



## COURSE FEE<sup>3</sup>

\$7,800 (\$1,950 per term)

Application fee:  
Student visa - \$250  
Other visas - \$200

Workbook fee:  
Free to download  
OR \$5 per subject for hard copy



## ENTRY REQUIREMENTS

**ACADEMIC** - Successful completion of Australian Year 11 or equivalent at minimum.

**ENGLISH LANGUAGE PROFICIENCY<sup>4</sup>** - Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at APC or at other approved providers or equivalent.



## PATHWAYS<sup>5</sup>

Students who successfully complete the Certificate IV in Marketing and Communication may enter a Diploma of Marketing, Management or Tourism courses at Australian Pacific College, and subsequently continue to our partner universities through our articulation pathways program.



## COURSE OVERVIEW & STRUCTURE

The Certificate IV in Marketing and Communication is designed to introduce students to basic marketing concepts while developing a comprehensive understanding of consumer behaviour, leadership skills and networking.

Students who graduate from this qualification will be able to provide leadership and guidance to others with some limited responsibility for the output of others, however graduates will typically report to a more senior marketing practitioner.

The Certificate IV in Marketing will provide students with the training they need to work within the business environment in a variety of roles such as:

- Direct Marketing Officer
- Marketing Coordinator
- Public Relations Officer
- Market Research Assistant
- Marketing Officer

The Certificate IV in Marketing will equip students with the skills needed to succeed in marketing both within Australia and internationally.

The course will also assist students to develop higher level skills in the following areas:

- Communication
- Problem solving
- Planning and organising
- Learning
- Teamwork
- Initiative and enterprise
- Self management
- Technology

## 11 SUBJECTS

Marketing Communication 1	Marketing Communication 2
Digital Solutions	Presentation Skills
Marketing Ideas	Selling Directly
Market Profiles	Fundamentals of Public Relations
Effective Leadership	Products and Services
Digital Media	

## ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

## MODE OF DELIVERY

International students: Face-to-face (up to 33% may be delivered online or by distance)

Local students: Face-to-face, online, distance, workplace or blended delivery modes are available.

<sup>1</sup>Course and campus availability subject to demand.

<sup>2</sup>One term = 12 weeks (9 weeks study & 3 weeks course break). Please note the Christmas/New Year break is 7 weeks.

<sup>3</sup>Promotional fees may be applicable from time to time. Please contact us for further details.

<sup>4</sup>For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

<sup>5</sup>For more information about our University and other articulations, please visit [www.apc.edu.au/courses/vocational-further-study-pathways/](http://www.apc.edu.au/courses/vocational-further-study-pathways/)