



**BSB40820**

# Certificate IV in Marketing and Communication

Launch your marketing career by learning the foundational concepts of consumer behaviour, leadership skills, and networking.

The Certificate IV in Marketing and Communication is designed to introduce you to basic marketing concepts while developing a comprehensive understanding of consumer behaviour, leadership skills and networking. Graduating from this qualification will enable you 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.



Pathways to further studies



Expert Trainers



Gain in-demand skills



Enhance marketing effectiveness



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# Certificate IV in Marketing and Communication

## PROSPECTIVE CAREER OUTCOMES

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

## GAIN SKILLS IN

- Making presentations
- Articulating, presenting and debating ideas
- Analysing consumer behaviour
- Developing and applying knowledge of the communications industry
- Writing complex documents

## SUBJECTS

1. Marketing Activities
2. Consumer Behaviour
3. Complex Documents
4. Marketing Communication A
5. Marketing Communication B
6. Presentation Skills
7. Marketing Ideas
8. Fundamentals of Public Relations
9. Products and Services
10. Digital Media
11. Stakeholder Interactions
12. Creative Collaboration

## ACADEMIC ENTRY REQUIREMENTS

Successful completion of Australian Year 10 or equivalent.

## ENGLISH LANGUAGE PROFICIENCY

General English - Intermediate Level; or English Proficiency Skills test result as per APC requirements.

## ASSESSMENTS

All APC vocational courses are assessed through a combination of assessment types that may include short answer questions, studio projects, essays, reports, group tasks, case studies, role plays, portfolios and/or presentations.

## PATHWAYS

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

## DURATION

Full-time: 4 terms (approx. 1 year).

Part-time\*: 8 terms (approx. 2 years).

\*Part-time option only available for domestic students.

## DELIVERY

### International Students:

On Campus, Online (up to 1/3 of the units of the course) and blended options available

### Domestic Students:

On Campus, Online and blended options available

## LOCATION

Sydney CBD  
Melbourne  
Brisbane  
Gold Coast  
Manly Beach  
Adelaide  
Online

## INTAKE DATES

4 intakes per year.

See our website for latest intake dates.

## COURSE FEES

**\$7,200**

Application fee: \$150 for international students only

## HOW TO PAY

Direct deposit or credit card before the course start date.  
VET Student Loans available for eligible domestic students.

## NOTE:

- Information correct at time of publication. Visit website for most up-to-date information.
- Course and campus availability subject to demand.
- One term is equal to 9 weeks of study.
- For a free assessment of your current English level, please go to [apc.edu.au/apply/pre-arrival-test](http://apc.edu.au/apply/pre-arrival-test)
- For more info about our University pathways, visit [apc.edu.au/study/university-pathways](http://apc.edu.au/study/university-pathways)

## DEFINITIONS:

**International students:** A temporary resident of Australia and/or a resident or citizen of any other country.

**Domestic students:** An Australian citizen or Australian permanent resident.



AUSTRALIAN  
PACIFIC COLLEGE

**APC.EDU.AU**  
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