

CERTIFICATE IV IN MARKETING AND COMMUNICATION BSB40820

About the course

This qualification is designed for individuals eager to enhance their marketing and communication expertise. It reflects the skills and knowledge needed to excel in diverse marketing environments, making it ideal for professionals in full-time marketing roles or those managing marketing alongside other responsibilities.

Participants will gain a strong foundation in marketing principles, communication strategies, and digital tools, ensuring they can confidently navigate diverse business challenges.

The course emphasises hands-on, practical learning, preparing individuals to tackle real-world scenarios with confidence and creativity. Whether looking to grow their career, expand responsibilities, or step into a dedicated marketing role, this qualification is a pathway to success.



CAREER PATH

-  **Client Relations Manager**
-  **Marketing Coordinator**
-  **Social Media Specialist**

Who should attend?

Ideal for professionals who are ready to advance their careers, this course provides the depth of knowledge and practical skills needed to excel in the dynamic and demanding field of Marketing and Communications.

Prerequisites and pathways for the qualification

This qualification has no formal entry requirements. However, it is recommended for individuals who have completed a Certificate III or IV in Business or have relevant vocational experience across various work environments. Upon completion, this qualification serves as a strong foundation for advancing to a Diploma of Business, opening doors to further career growth and opportunities.

Duration

The minimum duration is 6-12 months depending on current skills, and previous experience

Recognition of Prior Learning

RPL is available for each unit of competency based on relevant workplace experience, formal training or other expertise. Recognition will involve submission of evidence.

Access and Equity

Integrity Business College is committed to providing equitable access to all education and training services. We welcome participants from diverse backgrounds, including those with disabilities, and support their full participation in our programs. We strive to maintain an inclusive learning environment where no learner is disadvantaged on the basis of gender, age, disability, cultural background, language, or any other personal characteristic. Reasonable adjustments and tailored support services are available to assist learners with individual needs to achieve their goals and successfully complete their training.

Assessment

Assessment is continuous throughout the program and includes workplace-relevant activities.

Assessment methods may include:

- Questioning (Q&A)
- Projects
- Practical tasks
- Observation
- A portion of the assessment will be completed in class, with an expectation of approximately 3 hours of study per week.

Delivery

- *Virtual Classroom* - Learners participate by logging into an interactive virtual classroom platform, where a qualified trainer is present for the full duration of the session. Virtual classes offer flexibility while still maintaining structured, trainer-led learning.

Classes run fortnightly and are delivered in three-hour blocks.

- *In-person Classroom* – Learners attend our campus either for a full day or half day, each student works individually on their own units however at times students may participate in group activities. This option suits learners who prefer in-person support.

Face-to-face classes are held fortnightly at our Docklands Campus.

Traineeships – In addition to choosing one of the options mentioned above, trainees will also participate in up to four progress check-ins over a 12mth period.

Integrity Business College Australasia Pty Ltd (RTO # 21739)

Level 4, Suite 401B, 198 Harbour Esplanade, Docklands VIC 3008

Adelaide: 217 Flinders Street, Adelaide SA 5000

1300 731 451

customerservice@integritybusinesscollege.com

www.integritybusinesscollege.au

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UNITS DESCRIPTION	
Certificate IV in Marketing and Communication consists of 12 units – elective units will be confirmed during enrolment	
BSBMKG435	Analyse consumer behaviour - CORE <i>Understanding the factors influencing consumer decisions to purchase products or services. The unit includes conducting thorough analyses of consumer attitudes and behaviours and making strategic recommendations to increase consumption of the marketed product or service.</i>
BSBCRT412	Articulate, present and debate ideas - CORE <i>This unit covers skills needed to articulate, present and debate ideas using creative techniques to provoke responses, reactions and critical decisions. It will assist those that need to contribute and present ideas relating to new products and services</i>
BSBMKG439	Develop and apply knowledge of communications industry - CORE <i>This unit focuses on researching, analysing, and applying knowledge of the communications and marketing industries, including their structure, trends, and technological developments. Students will develop and refine communications deliverables while addressing industry issues and exploring emerging opportunities within organisational contexts</i>
BSBCMM411	Make presentations - CORE <i>This unit equips students with the skills and knowledge to prepare, deliver, and review presentations tailored to specific target audiences. It focuses on developing effective communication strategies, using aids and materials to support delivery, and evaluating the presentation's impact for continuous improvement.</i>
BSBWRT411	Write complex documents - CORE <i>Skills and knowledge to plan, design and produce complex documents for the workplace requiring various software. (E.g., Brochures, templates for internal use, or written communication/ responses to customers and suppliers.</i>
BSBMKG433	Undertake marketing activities - CORE <i>This unit provides students with the foundational skills and knowledge to prepare, coordinate, and review basic marketing activities in line with organisational marketing plans. It covers developing action plans, implementing marketing tasks, and evaluating outcomes to support effective marketing practices.</i>
SIRXMKT006	Develop social media strategy - REQUIRED <i>This unit equips students with the skills and knowledge to develop and implement a social media strategy aligned with organisational objectives. It covers selecting platforms, creating policies and procedures, planning and executing social media activities, and monitoring and evaluating performance to enhance engagement, brand awareness, and business outcomes.</i>
BSBMKG434	Promote product and services - REQUIRED <i>Skills and knowledge to coordinate and review promotion of products or services, including overall success of promotion. (E.g., setting individual and team KPIs, monitoring/ reporting results to supervisor during and after promotion).</i>

ICTWEB306	Develop web presence using social media – ELECTIVE <i>This unit equips students with the skills and knowledge to develop and enhance a website's web presence using social media platforms. It involves selecting, configuring, and linking social media tools to drive traffic, creating content, and reviewing effectiveness while adhering to organisational and cyber security protocols.</i>
BSBPEF402	Develop personal work priorities - ELECTIVE <i>Professional self-management skills - plan and prioritise own work tasks, obtain feedback on work performance, and identify professional development needs. (E.g., achieving task deadlines autonomously to support team goals).</i>
BSBOPS403	Apply business risk management processes - ELECTIVE <i>Skills and knowledge to identify and manage business risks within a defined area of responsibility, involving analysis, evaluation, and application of risk management process. (E.g., a bank teller may identify and report suspicious transactions to a designated team to mitigate financial risks and ensure regulatory compliance).</i>
BSBOPS306	Record stakeholder interactions - ELECTIVE <i>This unit equips students with the skills and knowledge to accurately record stakeholder interactions in a Customer Management System (CMS) following organisational policies and procedures. It covers collecting, reviewing, and recording information from stakeholder engagement activities while ensuring compliance with privacy, confidentiality, and business communication standards.</i>
BSBCRT411	Apply critical thinking to work practices – ELECTIVE <i>Skills and knowledge for advanced-level creative and critical thinking skills to produce and evaluate solutions to workplace problems. (E.g., reviewing or developing a workplace process or procedure, critically evaluating a customer complaint).</i>
BSBTWK401	Build and maintain business relationships – ELECTIVE <i>Skills and knowledge to establish, develop and maintain effective work relationships and networks, promoting company brand and values. (E.g., cross-selling and referrals to related services or businesses).</i>
BSBXCM401	Apply communication strategies in the workplace – ELECTIVE <i>Skills and knowledge required to facilitate and apply communications strategies in the workplace. (E.g., supervising, instructing, or conducting a meeting with the team regarding establishing rapport with new customers).</i>



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FEES

To view fees, please visit our website at www.integritybusinesscollege.au or contact our Client Relations Team on 1300 731 451 / email customerservice@integritybusinesscollege.com noting the specific details below for each state and territory

VICTORIA	Integrity Business College holds a Victorian Government contract to deliver training under the <i>Skills First</i> program. To view the qualifications currently available through a <i>Skills First</i> funded place, please visit our VIC Fees & Charges page. Please note that not all qualifications are eligible for funding or may not be offered by Integrity through a funded pathway. For detailed information about <i>Skills First</i> funding and eligibility criteria, visit the Victorian Government website: https://www.vic.gov.au/check-your-eligibility-for-skills-first-funding
SOUTH AUSTRALIA	Integrity Business College delivers nationally recognised training through the South Australian Government's <i>WorkReady</i> initiative, including programs supported under the Skilling South Australia project. To view qualifications currently available, please visit our SA Fees & Charges page. Please note that not all qualifications are eligible for funding or may not be offered by Integrity through a funded pathway. For detailed information about <i>WorkReady</i> funding and participant eligibility criteria, visit Skills SA Government website: https://mytraining.skills.sa.gov.au/training/get-started/check-eligibility
TASMANIA	Integrity Business College delivers nationally recognised training which is subsidised by the Department of State Growth, Tasmania To view qualifications currently available, please visit our Tasmania Fees & Charges page. Please note that not all qualifications are eligible for funding or may not be offered by Integrity through a funded pathway. For detailed information about <i>Tasmania</i> funding and participant eligibility criteria, visit TAS Government website: https://laureldw.stategrowth.tas.gov.au/default.aspx
AUSTRALIAN CAPITAL TERRITORY	Integrity Business College delivers nationally recognised training which is subsidised through Skills Canberra ACT Training Initiative Funding Agreement. To view qualifications currently available, please visit our ACT Fees & Charges page. Please note that not all qualifications are eligible for funding or may not be offered by Integrity through a funded pathway. For detailed information about ACT funding and participant eligibility criteria, visit website: https://www.act.gov.au/skills/students
QUEENSLAND NEW SOUTH WALES NORTHERN TERRITORY WESTERN AUSTRALIA	Integrity Business College delivers nationally recognised training to Queensland, New South Wales, Northern Territory and Western Australia via a fee for service rate, please visit our fees available on our website to confirm specific rates.

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