
Certificate IV in Advertising BSB40107

Description

This qualification reflects the role of individuals who use well-developed advertising skills and a broad knowledge base in a wide variety of advertising 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 output of others, however they typically report to a more senior advertising practitioner.

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include: Account Coordinator; Art Director; Assistant Account Planner; Copywriter; Media Assistant; Media Buyer; Media Planner



Qualification Pathways

There are no prerequisite requirements for individual units of competency.

Candidates may enter into the qualification through a number of entry points demonstrating potential to undertake vocational education and training at certificate level, including:

- after achieving the BSB30107 Certificate III in Business or other relevant qualification/s OR
- providing evidence of competency in the majority of units required for the BSB30107 Certificate III in Business or other relevant qualification/s OR
- with some vocational experience assisting advertising team leaders, supervisors or managers to conduct advertising activities without formal advertising qualifications.

After achieving the BSB40107 Certificate IV in Advertising, candidates may undertake the BSB50107 Diploma of Advertising, a qualification for advertising team leaders or managers who have responsibility for managing a team and for those required to manage the advertising function within an agency or organisation, or a range of other Diploma qualifications.

Qualification Rules

5 Core Units + 5 Elective Units = 10 Units

Training & Recognition of Current Competencies (RCC)

Much of the training is delivered on-the-job through reading, interacting with colleagues and completing useful project work. You only need to attend off-the-job training if a competency cannot be acquired at the workplace. You may already have many of the skills required to qualify for this qualification. There is no need to be trained in things you can already do. NDA will assess current skills and give recognition for relevant competencies.

5 Core Units:

BSBADV402B	Conduct pre-campaign testing
BSBADV403B	Monitor advertising production
BSBADV404B	Schedule advertisements
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets

4 Elective Units from the list below:

BSBADV405A	Perform media calculations
BSBADV406A	Buy and monitor media
BSBADV407A	Apply media analysis and processing tools
BSBADV503B	Coordinate advertising research
BSBADV507B	Develop a media plan
BSBADV509A	Create mass print media advertisements
BSBADV510A	Create mass electronic media advertisements
BSBADV511A	Evaluate and recommend advertising media options
BSBADV512A	Develop an advertising strategy and brief
BSBADM409A	Coordinate business resources
BSBCMM401A	Make a presentation
BSBCRT501A	Originate and develop concepts
BSBCUS401A	Coordinate implementation of customer service strategies
BSBCUS402A	Address customer needs

BSBFIA402A	Report on financial activity
BSBITS401A	Maintain business technology
BSBMKG408A	Conduct market research
BSBMKG412A	Conduct electronic marketing communications
BSBMKG413A	Promote products and services
BSBMKG414A	Undertake marketing activities
BSBOHS407A	Monitor a safe workplace
BSBPRO401A	Develop product knowledge
BSBREL401A	Establish networks
BSBREL402A	Build client relationships and business networks
BSBRES401A	Analyse and present research information
BSBRSK401A	Identify risk & apply risk management practices
BSBWRT401A	Write complex documents
BSBWRT501A	Write persuasive copy
CUFWRT401A	Edit text
CUFWRT402A	Write extended stories

The other **elective unit** may be selected from the remaining elective units listed above, the BSB07 Business Services Training Package or any other currently endorsed national Training Package. If not listed above this unit may be selected from a Certificate III qualification or from a Diploma qualification.