
Certificate IV in Marketing BSB41307

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. They may provide leadership and guidance to others with some limited responsibility for output of others, however they typically report to a more senior marketing practitioner.

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include: Direct Marketing Officer; Market Research Assistant; Marketing Coordinator; Marketing Officer; Public Relations Officer.



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 marketing team leaders, supervisors or managers to conduct marketing activities but without formal marketing qualifications.

After achieving the BSB41307 Certificate IV in Marketing, candidates may undertake the BSB51207 Diploma of Marketing, a qualification for marketing team leaders or managers who have responsibility for managing a team and for those required to manage the marketing function within an organisation, or a range of other Diploma qualifications.

Qualification Rules

4 Core Units + 6 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.

4 Core Units:

BSBCMM401A	Make a presentation
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets
BSBMKG408A	Conduct market research

3 Elective Units from the list below:

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
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
BSBREL401A	Establish networks
BSBREL402A	Build client relationships and business networks
BSBRES401A	Analyse and present research information
BSBRSK401A	Identify risk and apply risk management practices
BSBSLS402A	Identify sales prospects
BSBSLS403A	Present a sales solution
BSBSLS404A	Secure prospect commitment
BSBSLS405A	Support post-sales activities
BSBSLS406A	Self-manage sales performance
BSBWOR401A	Establish effective workplace relationships
BSBWRT401A	Write complex documents

The other **3 elective units** 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.