

# CERTIFICATE IV IN MARKETING AND COMMUNICATION



COURSE CODE:  
**BSB42415**

## WHY CHOOSE TAFE NSW?



**Opens career doors.** Our industry relationships lead many students directly into work with a range of employers including agencies, studios, galleries and fashion houses.



**Global prospects.** TAFE NSW graduates possess the technical knowledge, creative-thinking and specialised skills that are highly sought after by employers around the world.



**State-of-the-art facilities.** Purpose-built creative studios and industry standard software mean you will master the same tools of the trade as leading professionals.



**Industry exposure.** TAFE NSW partners with industry to provide you with hands-on experience through networking, sponsor programs, competitions, talks, lectures and other creative industry events.



**Recognised and respected.** TAFE NSW has built its reputation on delivering trusted, industry aligned and nationally recognised training for over 130 years.

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**TAFENSW.EDU.AU**  
**131 601**

**BE AMBITIOUS**

## COURSE CODE

BSB42415

## QUALIFICATION

Certificate IV in Marketing and Communication

## CAREER AREA

Advertising, Marketing and Event Management

## TRAINING PACKAGE ENTRY REQUIREMENTS:

There are no entry requirements for this qualification.



NATIONALLY RECOGNISED  
TRAINING

■ **Traineeship Allowed**  
■ **Blended, Full Time,  
Part Time Day, Part  
Time Evening**

## OVERVIEW

If you are an inquisitive, imaginative thinker who wants to understand what makes people tick, the Certificate IV in Marketing and Communications could be your pathway to a fun and exciting career in marketing.

This is a fully government-subsidised JobTrainer course. Eligibility criteria applies.

Our industry-experienced teachers will mentor you as you learn to:

- Articulate and present your ideas
- Develop and communicate marketing strategies
- Conduct market research
- Analyse consumer behaviour
- Run marketing campaigns

Our graduates go on to successful careers as:

- Marketing Coordinators
- Media Planners
- Promotions Assistant Managers
- Public Relations Officers

CAMPUS	STUDY MODE	START DATE	DURATION	MAX FEE IF ELIGIBLE FOR SUBSIDY	HOURS PER WEEK
TAFE Digital	Online	Anytime	18 Months	\$1,850.00	11
TAFE Digital (Traineeship)	Online	08 Mar 2021	2 Years	\$1,850.00	9
Liverpool	Part Time Day	12 Jul 2021	18 Weeks	\$1,850.00	26
Meadowbank	Full Time	19 Jul 2021	17 Weeks	\$1,850.00	34
Newcastle	Full Time	13 Jul 2021	20 Weeks	\$1,850.00	29
Newcastle	PT Evening	13 Jul 2021	30 Weeks	\$1,850.00	11.4
St George	Blended	24 Jul 2021	34 Weeks	\$1,850.00	14

St George	Full Time	05 Aug 2021	17 Weeks	\$1,850.00	26
St George	Blended	26 Apr 2021	34 Weeks	\$1,850.00	14
Ultimo	Full Time	19 Jul 2021	17 Weeks	\$1,850.00	32.5