BSB42415 Certificate IV in Marketing and Communication

Qualification
Students successfully completing the course will receive the Nationally Recognised qualification; BSB42415 Certificate IV in Marketing and Communication.

Course Duration
This course is offered full time over 1 year or 52 Weeks including holidays on a full time basis.

Contact Hours
20 hours per week for 40 weeks

Additionally, students are expected at least 10 hours of individual study per week not limited to research, learning activities and assessment activities utilising the facilities and resources available at ICM.

Tuition Fee
AUD$ 9,000

Fees and Charges are subject to change with prior notice. Material Fee will be charged extra

Training Location
• Level 11, 55 Swanston Street, Melbourne, VIC 3000
  (Classes as per scheduled timetable)
BSB42415 Certificate IV in Marketing and Communication

Business & Management

Entry Requirements
The Training Package does not specify any entry requirements for this qualification course.

Age Requirements
ICM has a requirement that all students must be over 18 years of age at the commencement of course.

Academic Requirements
To gain entry to this course, applicants should have successfully completed home country equivalent to an Australian Year 11 qualification.

For further information refer to the Equivalent Qualifications on the Victorian Curriculum and Assessment Authority (VCAA) website: http://www.vcaa.vic.edu.au/Pages/vce/vcerecognition/eququals/equiv-yr11.aspx

English Language requirements
All International Students applying for courses at ICM must have a minimum English Language proficiency level of one of the below:

You should qualify in ANY ONE (1) of the following:
- IELTS overall band of 5.5 or equivalent;
- TOEFL iBT test score band of 46 equivalent or above;
- PTE Academic band score 42 equivalent or above;
- Cambridge English Advanced (CAE) test score band of 47 equivalent or above;
- OET score band Pass equivalent or above;
- Successful completion of Senior Secondary certificate of education in Australia conducted in medium of English;
- Completion of a full time studies in Australia towards a Certificate III level course or above;
- English as the first language;
- Satisfactory completion of the EAL course OR
- Any other form of test which satisfies the Institution.

Teaching Methods
Teaching is conducted in the classroom. The delivery will include face to face teaching, lectures, discussions, research, learning activities, group work, and supervised practical sessions.

Assessments
Assessments comprise of questions, projects, case studies, practical demonstrations and observation reports.

CRICOS Course Code 093974J

Course Structure
Units of Competency
(12 Units including 5 core & 7 elective units)

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<tr>
<th>Code</th>
<th>Title</th>
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<tr>
<td>Core Units</td>
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<tr>
<td>• BSBCMM401</td>
<td>Make a presentation</td>
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<tr>
<td>• BSBCRT401</td>
<td>Articulate, present and debate ideas</td>
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<tr>
<td>• BSBMGT407</td>
<td>Apply digital solutions to work processes</td>
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<tr>
<td>• BSBMKG417</td>
<td>Apply marketing communication across a convergent industry</td>
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<tr>
<td>• BSBMKG418</td>
<td>Develop and apply knowledge of marketing communication industry</td>
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<td>Elective Units</td>
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<tr>
<td>• BSBMKG401</td>
<td>Profile the market</td>
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<tr>
<td>• BSBMKG408</td>
<td>Conduct market research</td>
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<tr>
<td>• BSBMKG413</td>
<td>Promote products and services</td>
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<tr>
<td>• BSBMKG419</td>
<td>Analyse consumer behaviour</td>
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<tr>
<td>• BSBPRO401</td>
<td>Develop product knowledge</td>
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<tr>
<td>• BSRES401</td>
<td>Analyse and present research information</td>
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<tr>
<td>• BSBMKG507</td>
<td>Interpret market trends and developments</td>
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www.icm.edu.au

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Ph + 61 3 9662 3344 | E admissions@icm.edu.au

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