

Course Overview The Certificate IV in Business (Marketing) is for anyone who wants to increase their skills and knowledge in marketing. This course is for people who work or want to work in marketing or who want to gain marketing skills for running a small business. Studying this course you will learn the core principles of marketing and real life application in business. Undertaking this course ensures you will develop the essential skills and techniques employed by marketing professionals in today's competitive environment.

Further Information [info@qts.edu.au](mailto:info@qts.edu.au)

Recommended for Marketing professionals, or those who have marketing as a major portion of their position responsibilities.

Entry Requirements There are no entry requirements or prerequisites for this course, although year 10 or equivalent, English would be beneficial.

Content 10 units are required for this qualification, consisting of 4 from the Marketing domain, 3 common business units and 3 additional relevant units:

#### **Common - Choose 4**

- BSBCM405A Analyse and present research information
- BSBCM407A Coordinate business resources
- BSBCM410A Coordinate implementation of customer service strategies
- BSBCM404A Develop teams and individuals
- BSBCM402A Develop work priorities
- BSBCM403A Establish business networks
- BSBCM413A Implement and monitor environmental policies
- BSBFLM404A Lead work teams
- BSBCM406A Maintain business technology
- BSBCM411A Monitor a safe workplace
- BSBCM412A Promote innovation and change
- BSBCM409A Promote products and services
- BSBCM408A Report on financial activity

#### **Marketing – Choose 3**

- BSBMKG303A Draft an elementary marketing audit report
- BSBMKG302A Identify marketing opportunities
- BSBMKG301A Research the market
- BSBMKG402A Analyse consumer behavior for specific markets
- BSBMKG403A Analyse market data
- BSBMKG406A Build client relationships
- BSBMKG404A Forecast market and business needs
- BSBMKG405A Implement and monitor marketing activities
- BSBMKG407A Make a presentation

- BSBMKG401A Profile the market

### **Electives – 3**

A minimum of two (2) units from Business Services Training Package (BSTP) or other endorsed Training Package at AQF Level 4, plus one (1) unit from BSTP or any other endorsed Training Package at same, lower or higher levels.

Workplace Application of Skills and Knowledge This Nationally recognised qualification focuses on the development and application of marketing skills and knowledge required across industries. This qualification would benefit participants wanting to gain employment as a Marketer or to increase their marketing skills and knowledge as part of their current or future roles.

Training and Assessment Strategies This qualification is offered through out the year through flexible delivery. Allowing participants to enrol in the course when it suits them. Participants training and support is provided through face-to-face training and regular contact with the Trainer.

Assessment activities are designed to provide participants the opportunity to apply their skills and knowledge to real life situations, focusing on the preparation of relevant marketing research, documents and reports.