

**CERTIFICATE IV**

# Certificate IV in Marketing and Communication

**BSB40820**



**UNLIMITED ONE-ON-ONE SUPPORT**



**30 DAY RISK-FREE GUARANTEE**



**100% ONLINE LEARNING**

BSB40820

## CERTIFICATE IV

# Certificate IV in Marketing and Communication

CAL's Certificate IV in Marketing and Communication is designed to kickstart your career in marketing. You'll learn the fundamental principles and practices of advertising, marketing, media and public relations, allowing you to develop a well-rounded foundation of knowledge that can be applied to any industry through your marketing career. You'll also develop key skills in researching and analysing consumer behaviour, current digital platforms, and industry tools to measure metrics and performance allowing you to support marketing initiatives at any stage in the marketing cycle.

### In-demand skills you will learn:

- Prepare and deliver market research and consumer market reports to highlight areas of opportunity and risk
- Monitor consumer behaviour to analyse trends in spending and highlight opportunities
- Develop and review company documents from media briefs to PR releases



#### Courses designed for success

We designed our courses to be aligned with industry expectations. We've consulted with industry professionals to deliver the skills that tomorrow's workforce needs today.



#### Focus on student experience

We take the time to understand your goals, providing personalised and flexible learning solutions driven by passionate mentors and support teams.



#### Committed to real outcomes

We're dedicated to making a difference in our students' lives. We focus on providing real outcomes, not just a piece of paper.

### UNITS



A total of 12 units to achieve your Certificate IV

### DURATION



Generous 24-month self-paced enrolment period

Part-time: approx 10 - 12 months  
Full-time: approx 8 months

### CAREER OPPORTUNITIES



- Marketing Coordinator
- Marketing Executive
- Assistant Brand Manager

### INDUSTRIES



- Local Government Administration
- Business Administration
- Not for profit
- + Many more

# Course Structure

CAL has developed this qualification in consultation with industry experts. **We've hand-selected these 12 units to align your skills with industry expectations.**

Unit Code	Unit Title
<b>DEVELOP MARKETING DOCUMENTS</b>	
<b>BSBWRT411</b>	Write complex documents
<b>BSBCMM411</b>	Make presentations
<b>BSBCRT412</b>	Articulate, present and debate ideas
<b>BSBMKG441</b>	Develop public relations documents
<b>APPLY MARKETING KNOWLEDGE</b>	
<b>BSBMKG435</b>	Analyse consumer behaviour
<b>BSBMKG439</b>	Develop and apply knowledge of communications industry
<b>BSBMKG437</b>	Create and optimise digital media
<b>BSBMKG440</b>	Apply marketing communication across a convergent industry
<b>IMPLEMENT MARKETING ACTIVITIES</b>	
<b>BSBMKG438</b>	Implement and monitor advertising production
<b>BSBMKG442</b>	Conduct e-marketing communications
<b>BSBMKG434</b>	Promote products and services
<b>BSBMKG433</b>	Undertake marketing activities

**A total of 12 units to achieve your Nationally Recognised qualification**

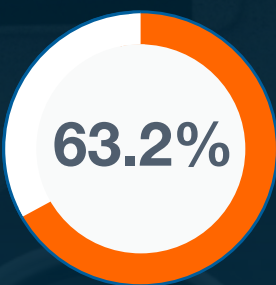
# Outcomes

Graduating with this qualification will set you up for a successful start to your career in marketing across a huge range of industries, both client-side and agency-side. By implementing key marketing skills in campaign research, briefing, and delivery across a range of channels, you'll become a celebrated team player in your organisation's marketing activities. You'll play a crucial role in the business success by being able to confidently analyse market trends and consumer behaviour, turning your findings into valuable marketing reports for your stakeholders identifying risks and areas of opportunity.

Once you're qualified, you'll be a critical asset to businesses small and large in any industry with the skills to support the marketing of goods and services, optimise digital platforms to increase efficiency and prepare reports that communicate marketing activities to the wider business.

**With a strong foundation in Marketing, some common career pathways are:**

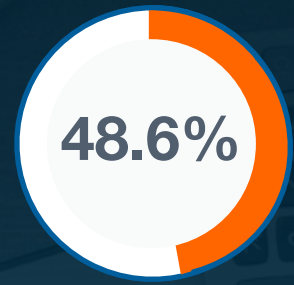
<b>MARKETING COORDINATOR</b>	<b>\$55,500</b>
<b>MARKETING EXECUTIVE</b>	<b>\$63,500</b>
<b>ASSISTANT BRAND MANAGER</b>	<b>\$64,000</b>



**Managers with at least a Diploma qualification**



**The average salary for management in the industry**



**Employers wanting people with a qualification**



"This course has been instrumental in teaching me the importance of setting goals. I have been able to write policies and procedures for my workplace and have a much better understanding of the importance of planning and implementing new administrative systems."

**TRACY**

**MANAGER - TOURIST PARK**

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)



"Studying has allowed me to prove my abilities and certify my experience in my working career." Since completing her qualification with CAL, Elizabeth progressed her career from Administration Officer to Finance Manager.

**ELIZABETH**

**FINANCE MANAGER**

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)

# Flexible Options

Our courses are designed for adult learners with busy lives. We know life can be unpredictable, and circumstances change. That's why we make our study options as flexible as we can to cater to your lifestyle. You'll have the freedom to study when it suits you with our self-paced courses and generous 24-month enrolment period.

CAL	Competitors
<input checked="" type="checkbox"/> \$0	RPL Application Cost \$1500* X
<input checked="" type="checkbox"/> \$0	6-Month Extension Cost \$500* X
<input checked="" type="checkbox"/> \$150	Refund Processing Fee \$280* X
<input checked="" type="checkbox"/> 30 Days	Refund Period 14 Days* X
<input checked="" type="checkbox"/> Free 90 Days	Deferral Period 30 Days* X

\*Up to



### Risk-Free Guarantee

If the course isn't right for you, withdraw within 30 days for a refund.\*



### Free Deferral

You can pause your studies, then pick them back up when you're ready.\*



### Free Extension

If you require additional study time, we can help.\*

\*Terms and conditions apply

## Simple Payment Options

We understand that you need straightforward course fees. We offer transparent payment plans as well as discounted upfront payment options for our courses, where you will see your complete schedule of fees before you make any payments.

We also keep our administrative fees simple. We don't aim to make a profit in order to cater to our students' needs – we just do it.



### Flexible Payment Plans



### Discounted Upfront Payments



### No Hidden Fees

# Here to Support you

## Our Learning Coaches

At CAL, our Learning Coaches take great care in delivering real support for our students. They are experts in their industries with a wealth of knowledge and real-world experience, and are committed to helping you achieve your goals.

Our team of Learning Coaches are available to our students to go over specific course content, as well as being there to bounce ideas off and get practical advice from someone who has already seen it in action.

### KERRI WADDELL

#### LEARNING COACH

Kerri is a Learning and Development (L&D) professional with 21 years' experience in the field. She has a holistic understanding of the L&D function. She has a broad range of skills, knowledge and capabilities related to organisational training and assessment delivery, L&D planning and reporting, staff development, leadership/management, performance management, HR functions and project management.



**90% of our students surveyed rated the coaching as excellent\***

## Our Student Success Advisors

Our Student Success Advisors are here to ensure that you have everything you need to be successful in your studies. They are your number one supporters, helping you with motivation, study plans and tips on productivity and organisation.

“Being an online student myself I understand the students' experience which allows me to motivate and support our students while relating to them.”

**ALYSIA**

“Assisting my students in their pathways to success and greatness brings me a lot of joy. I love helping them achieve their goals.”

**GALIT**



\*Statistics sourced from 2012, 2017, 2018 and 2019 Completed Student Surveys

# FAQs

## RECOGNITION

### Where is this qualification recognised?

The College for Adult Learning is a Registered Training Organisation TOID 22228 and all of our Certificate IV and Diploma qualifications adhere to the Australian Qualification Framework (AQF). They are Nationally Recognised and internationally respected qualifications, issued on behalf of the Australian Government.

## REQUIREMENTS

### Are there any prerequisites for the course?

Our students are required to be 18 years or older at the time of registration and demonstrate the required level of competency in English language, literacy and numeracy skills. If English isn't your first language, you may be asked to sit an LLN test to ensure you are suitable to undertake the course.

### What IT requirements do I need to complete the course?

You will need regular access to a laptop, desktop computer or another device with an adequate and reliable internet connection, at least the equivalent of Microsoft Office or Office for Mac, with word-processing capabilities and spreadsheets and a PDF reader installed, full permissions to install and access third-party software as required. You will also need regular access to a laptop, desktop computer or device with an adequate camera to undertake video calls for assessments as required.

## COURSE STRUCTURE

### How is the course delivered?

The course is 100% online and self-paced, so you can study on your own terms. Make your way through the units with clear tutorials, supporting content downloads, as well as regular checkpoints to test and strengthen your learning along the way. You'll complete a combination of quizzes, written activities, and practical assessment tasks to demonstrate your skills.

### What are the assessments?

There are no exams for the course. All assessments involve practical and job-ready applications based on your workplace or the case studies we provide. There are different assessment elements, including interactive simulation and role play activities. These activities are conducted with a Learning Coach and may need to be completed with others (e.g. coworkers, friends or family) in real-time through Zoom or in a pre-recorded video. Video assessments allow us to assess your interpersonal skills needed for management roles. This is an innovative method to engage with your learning by acting out crucial situations you would encounter in the workplace, in a safe environment with an industry expert. You'll be able to hone your new skills in real-time with your Learning Coach and get valuable feedback so you can confidently demonstrate your learning in the workplace.

# FAQs

## COURSE STRUCTURE

### How long does the course take?

Our courses are completely self-paced, meaning you can study around your lifestyle. No strict deadlines, no inflexible classes to work around, no pressure to work to someone else's schedule. Depending on the time you commit and your learning style, studying part-time could see you complete the course in approximately 12 months. You'll have the freedom to study when it suits you with our generous 24-month enrolment period.

### When can I start?

We have no restrictive intake periods, so you can start as soon as we've processed your course registration and official enrolment form. This is typically done in as little as two business days. We also have options to start your payment plan while delaying your course commencement date until you're ready to begin studying within three months.

### What if I fall behind?

Our courses are completely self-paced, so you don't need to keep up with a class or work to strict deadlines. As a CAL student, you'll receive an individual learning plan that is tailored to your study needs, this helps create structure and set guidelines to help you stay on track to complete your studies. We cater to adult learners and understand that life can sometimes get in the way, so if you find yourself falling behind, you can speak to our Student Support who will be able to advise you of all your options, revisit your learning plan, and help you get your study back on track.

## SUPPORT

### What support is provided?

All support is provided by CAL, you can book in coaching calls when you need them as well as send through support requests to be answered by our Learning Coaches and Student Success Advisors. You can even get quick answers from our Live Chat with Student Support.

### I work full time, can I access my coach after hours?

Our coaches work late on selected nights of every week, so we are happy to book in after-hours calls. We have students across all timezones, so our Learning Coaches are conscious of accounting for time differences.

## RECOGNITION OF PRIOR LEARNING

### Does CAL offer RPL?

If you are a highly experienced professional and believe that you currently hold an extensive level of knowledge, competence and ability in your field, you may be eligible for Recognition of Prior Learning (RPL), which could reduce the time it takes for you to get qualified. You can RPL particular units, or a whole course. To be successful in your RPL application, you will need to provide comprehensive evidence of prior work experience, including workplace documents, strategies that you have created. If you would like more information on RPL, please speak to one of our Learning Consultants.

# Why CAL?

**We're committed to igniting real change by inspiring one student at a time and giving them the power to shape their own world.**

The College for Adult Learning formed as a Registered Training Organisation (RTO) in 2009, founded by Helen Sabell and Rob Golding. They wanted to change the way we deliver adult education through dedication to outcomes-focused, practical training solutions with unparalleled support and flexibility.

They built the foundation for an RTO that is committed to making a difference and inspiring transformation through learning.

At CAL, we live by this in everything we do, from our unique flexible delivery to our bespoke content written in partnership with industry leaders, through to our hands-on and personalised approach to support.



**ANNIVERSARY**  
MAKING A DIFFERENCE  
SINCE 2009

## **We've been making a difference since 2009**

From our humble beginnings, we've grown to a leading player in online training, remaining true to our commitment to make a difference for adult learners. After a decade of education, we've made a difference to over 10,000 students' lives.

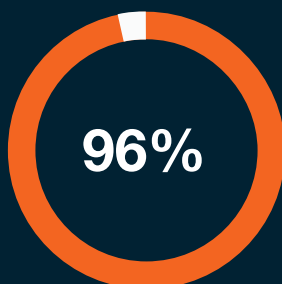
# Real Outcomes Guarantee



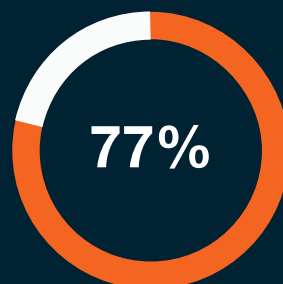
**Our Real Outcomes Guarantee is our commitment to you and your career goals, ensuring that your studies will give you real-world benefits.**

When you enrol, tell us about your motivation and goals for your study. To help give you the extra boost to reach your goals, throughout your course you'll be able to undertake elective learning to develop your skills, get mentoring and support from industry experts, and get exclusive access to our Careers Hub.

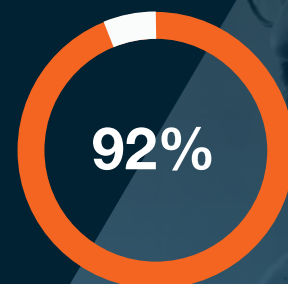
Our Careers Hub is designed to help you achieve your goals by providing you with complimentary resume and cover letter feedback, complimentary 30-minute career consultations and access to a suite of career management topics, tools and resources.



of our students surveyed achieved their primary study goal



of our students surveyed achieved multiple study goals



recommend CAL to people looking to progress their career



“Studying with CAL has [...] opened up doors for gaining better employment and wages for me. Struggling with surviving in my previous job, I decided to step out of the box and gain a higher qualification than I had. I applied for a new job and having started my course, this had a bearing on gaining the position I am now in.”

**ROSALIND**

CAL Graduate



“10 years ago, I was almost unemployable, now I'm being headhunted for roles. In 10 years, I will (hopefully) be retired.”

**JEREMY**

CAL Graduate

# Apply Now, Start Tomorrow

In just four easy steps you'll be on your way to taking your career to new heights.



**Our Learning Consultants are here to help you find the right study path for your career.**

Now that you've enquired, the next step is to apply to enrol.

You'll be put in contact with your own Professional Learning Consultant to guide you through the registration and enrolment process and get you started in your exciting new course with CAL.

**APPLY NOW**