

BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION



Greystone
COLLEGE

CRICOS COURSE CODE: 104777H

- Build a comprehensive skill set to support your work in marketing and communications roles, or to support these activities as part of a broader organisational role
- Develop analytical and practical skills and knowledge to help you understand consumer behaviour, promote products, make presentations and undertake a variety of marketing activities
- Learn to communicate effectively and build and maintain business relationships
- Combine your program with progressive qualifications and build a long-term study plan to achieve your learning and career goals

Campus

Brisbane, Melbourne, Sydney

Due to COVID-19, Greystone College Australia will continue to offer online VET classes until at least the end of 2022.

Program Length

60-66 weeks* (20 hours/week)

Includes 6 hours/week online study +
14 hours/week in class study

*48 weeks study + up to maximum 18 weeks scheduled breaks

Schedule

Weekday: Brisbane, Melbourne, Sydney

2021 Start Dates

May 10, Jun 7, Aug 2, Aug 30, Sep 27, Nov 22

SCHEDULED BREAKS

Jul 5 - Aug 1

Oct 25 - Nov 21

Dec 20 - Jan 2, 2022

2021 Fees

Registration fee:	\$230
Material fees:	\$280
Tuition:	\$12,000

RPL & Credit Transfer must be applied for upon enrolment
Moodle re-opening fee \$50*

* All fees in Australian Dollars, payment by installment is available on request and approval

Entry Requirement

- An equivalent of Australia's Year 10 school certificate. A prior working knowledge of a business environment would be useful.
- International students must meet a minimum language requirement of IELTS 5.5 with a minimum band score of 5.0. TOEIC 650 with a minimum reading score of 350. Direct entry is available through ILSC Intermediate 3 and above.
- Students must be at least 18 at the commencement of studies.

Program Description

In the BSB40820 Certificate IV in Marketing and Communication, you will build the key skills and knowledge needed to use well-developed marketing and communication skills in a variety of contexts. The program will support your success in full-time marketing roles, as well as roles where marketing is part of a broader organisational role. Learn to apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

Study Schedule/Delivery Mode

In all of our programs, you will build a timetable which combines 14 hours a week of face-to-face, in-class study and six hours per week online study. The online study component includes exercises, discussion forums, and resources to help with assignments and to provide foundational academic and learning skills. In-class study schedules combine the core lecture with Assessment Essentials and PASS classes.

You must attend both lectures, as each lecture covers different content. PASS classes are Practical Assessment Support Sessions. In PASS classes, you will meet with your trainer to discuss any questions you may have about study or assessments. In Assessment Essentials, you'll learn essential tips and info on how to successfully complete the unit. This class guides you through the unit focusing on key topics you need to master, as well as assessment tips and common mistakes. NOTE: If you miss a class, please view the videos.

Weekday Schedule - Sample*

HOURS	MONDAY	TUESDAY
1:15 PM-3:15 PM	Assessment Essentials	PASS
3:30 PM-5:30 PM	PASS	Assessment Essentials
6:00 PM-9:00 PM	Lecture	Lecture

Weekend Schedule - Sample*

HOURS	FRIDAY	HOURS	SATURDAY
1:15 PM-3:15 PM	Assessment Essentials	9:00 AM-12:00 PM	Lecture
3:30 PM-5:30 PM	Assessment Essentials	12:30 PM-3:30 PM	Lecture
6:00 PM-9:00 PM	PASS	3:45 PM-4:45 PM	PASS

* Schedules may vary.



BSB40802 Certificate IV Marketing and Communication Units

BSBMM411 MAKE PRESENTATIONS*

In this unit you will learn how to prepare, deliver and review presentations for a range of purposes such as marketing, training and promotions. Topics include: Prepare presentation; Deliver presentation; Review presentation.

BSBCRT412 ARTICULATE, PRESENT AND DEBATE IDEAS

In this unit you will learn how to effectively express, present and debate ideas, using creative techniques to engage others. Topics include: Establish framework for communication; Develop ideas for communication; Debate and discuss ideas.

BSBMKG433 UNDERTAKE MARKETING ACTIVITIES*

In this unit you will learn how to prepare, coordinate and review basic marketing activities for small or large enterprises. Topics include: Prepare to undertake marketing activity; Co-ordinate marketing activities; Review marketing activities.

BSBMKG435 ANALYSE CONSUMER BEHAVIOUR*

In this unit you will learn how to analyse consumer behaviour for markets and specific needs. Topics include: Evaluate drivers of consumer behaviour; Evaluate reasons for existing levels of consumer interest; Recommend marketing focus.

BSBMKG439 DEVELOP AND APPLY KNOWLEDGE OF COMMUNICATIONS INDUSTRY*

In this unit you will learn how to research, analyse and apply knowledge of the communications industry. Topics include: Research and analyse communications information; Develop communications deliverables; Finalise communications deliverables.

BSBWRT411 WRITE COMPLEX DOCUMENTS*

In this unit you will learn how to plan, draft and finalise complex documents based on a range of information sources. Topics include: Plan complex document; Draft complex document; Finalise complex document.

BSBMKG434 PROMOTE PRODUCTS AND SERVICES

In this unit you will learn how to coordinate and review the promotion of an organisation's products and/or services. Topics include: Establish promotional activities; Coordinate promotional activities; Review promotional activities.

BSBMKG440 APPLY MARKETING COMMUNICATION ACROSS A CONVERGENT INDUSTRY

In this unit you will learn how to work effectively within the convergent industry to apply marketing communications. Topics include: Establish convergent environment; Prepare convergent tools and techniques; Implement marketing communications.

BSBCRT411 APPLY CRITICAL THINKING TO WORK PRACTICES

In this unit you will learn how to use advanced level critical thinking skills in the workplace. Topics include: Establish role of critical thinking in the workplace; Lead critical thinking process; Develop critical thinking mindset.

BSBXC401 APPLY COMMUNICATION STRATEGIES IN THE WORKPLACE

In this unit you will learn how to use effective communication strategies to provide instruction and feedback, and facilitate respectful interaction, in the workplace within any industry. Topics include: Prepare for communication; Use communication strategies to provide work instruction; Facilitate workplace communication; Monitor and support team communication.

BSBTWK401 BUILD AND MAINTAIN BUSINESS RELATIONSHIPS

In this unit you will learn how to establish, develop and maintain effective work relationships and networks through relationship building and negotiation skills. Topics include: Establish business relationships; Maintain business relationships; Build and improve business relationships.

BSBTEC404 USE DIGITAL TECHNOLOGIES TO COLLABORATE IN A WORK ENVIRONMENT

In this unit you will learn how to use digital technology to collaborate in a workplace, including working as part of a remote team, and to complete work tasks more efficiently and effectively. Topics include: Review existing digital technology use in the business; Identify opportunities to implement digital technologies for workplace collaboration; Implement and use digital technologies to collaborate in the workplace.

*Prerequisite Units required for enrolment into BSB50620 Diploma of Marketing and Communication.

Important Information

GREYSTONE COLLEGE TRAINING FACILITIES AND RESOURCES

Greystone College campuses are fully equipped with all the resources and facilities required to successfully undertake this program including computer labs, software, free WIFI, photocopiers, charging stations, and student lounge. It is highly recommended you bring your own laptop (device) to enhance your campus experience. All course resources are available to students via their personal login to the Learning Management System (Moodle). Students can track their progress and academic success.

BOOTCAMP

Bootcamp is a free service designed to keep you on track. Juggling a busy lifestyle with study and work can be tough; our free Bootcamp program is available to help students catch up on assessments if they fall behind.

COURSE RESOURCES

The Online Course Resource Library provides students with informative links and information. Resources are easily searched by course unit or topic, and make your learning easier. On the Online Learning Management System (LMS), all class assessments, student work books, and extra resources that support class delivery are available for download. Test and assessment results are posted in student files. Students can use the LMS to message other students in their classes or their trainer if they have questions or want to connect.

ASSESSMENTS

All units studied in this qualification will be assessed in at least three different ways. Assessments will consist of a mix of quizzes, projects, case studies, presentations, and questions.

COURSE COMPLETION

Students obtaining a 'Competent' result for all units studied will be issued a 'Qualification' – BSB40802 Certificate IV in Marketing and Communication issued by Greystone College. Should a student not complete the full qualification, a 'Statement of Attainment' will be issued for the units which the student is deemed 'Competent'.

RECOGNITION OF PRIOR LEARNING AND CREDIT TRANSFER

RPL and Credit Transfer can be applied for at the time of enrolment or during the orientation. Please refer to Greystone College website or VET Student Handbook for more information.



WHAT IS NATIONALLY RECOGNISED TRAINING

All Greystone College programs are Nationally Recognised Training. The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment.

For policies and procedures around: deferring, suspending, or cancelling enrollment; refunds; complaints and appeals; tracking attendance and academic progression, please refer to our website: <https://www.greystonecollege.com.au/policies>

Greystone College Pty Ltd partners with local and global agents to engage with prospective students. Please see the list on our website under Policy and Procedures for details.



[GREYSTONECOLLEGE.COM.AU](https://www.greystonecollege.com.au)

ILSC (Brisbane) PTY LTD is trading as ILSC-Brisbane, ILSC-Sydney, ILSC-Melbourne, ILSC-Adelaide, Greystone College and ILSC Australia
RTO Number 31564, CRICOS Course Code: 02137M.

ONLINE LEARNING SUPPORT MEASURES FOR GREYSTONE COLLEGE STUDENTS



Why is Greystone College Australia delivering classes online?

Due to the COVID-19 pandemic, Greystone College has had to shift its delivery of VET courses from on-campus to online. We will continue to keep students updated as Greystone College assesses government guidelines and directives.

How can I access my online VET courses?

Delivery of lectures and support classes are provided using professional ZOOM webinar technology. The technology allows students and trainers to screen share content, use on screen whiteboards, use breakout rooms for group based learning activities or private conversations, manage in class polls and debates, trainer to student or student to student chat functions and much more.

What equipment do I need to join online?

Greystone College students can participate in the online courses using a smartphone, laptop or tablet. They also need an internet connection to connect in.

Greystone College uses MOODLE as its Learner Management System, which all students have access to once they commence their program. Classes are delivered remotely using ZOOM as its platform.

If a student does not have the necessary equipment to join online classes, the college may be able to support the student with on-campus equipment.

Greystone College students receive a free Microsoft Office subscription, and this allows them to have access to all the MS suite of products, including Word, Excel, PowerPoint and TEAMS.

How should I complete assessments?

How about observations and role-plays?

Assessments are delivered using our customised Learning Management System, Moodle. Students are able to access all topic content online, and provide written responses using fillable PDF documents and templates to deliver individual and group-based assessment. If students are not able to access these documents online, PDF print-outs can be made available.

Students are also required to demonstrate knowledge of assessments through trainer observations during webinars as part of their final grade. Observations might include a group activity such as a presentation, or individual role play simulation. Grades and detailed assessment feedback are allocated to students via Moodle allowing students to manage their course progress.

Who can I talk to if I have a problem?

Greystone College students have access to student support via email, phone or in-person at the campus.

WWW.GREYSTONECOLLEGE.COM.AU

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