



**AUSTRALIAN
COLLEGE**
EXPANDING YOUR HORIZONS

Course Brochure

BSB40820

**Certificate IV in Marketing and
Communication**

www.australiancollege.edu.au

Why should you choose to study with Australian College?



✓ Flexible Learning

- Self paced
- Access your training wherever and whenever suits your lifestyle

✓ Unparalleled Support

- Full access to your virtual campus 24/7
- Unlimited trainer, assessor and student services support throughout your studies

✓ Payment Plans To Suit You

- Flexible, cost-effective, interest free, payment options
- Price-match opportunity available

✓ More Opportunities For You

- Thousands of our students have already graduated with nationally recognised qualifications
- Begin an exciting career with some of the best-known companies in Australia or Internationally
- Own and operate your own business
- Up skill and climb the corporate ladder
- Learn something different and take your hobby to the next level

Join our graduates enjoying successful, exciting careers across many industries.

Our Courses


Use our key to help you identify where you're at and which course would be suitable for you.

Certificate level	Description
Certificate II	First job or entry into the workforce.
Certificate III	VET education for high school students.
Certificate IV	Already employed in an entry level job and looking to expand your knowledge, move up the corporate ladder.
Diploma	Already working and looking to move into a frontline management role, more senior position, or area of specialisation.

Accredited Courses

BSB40820 Certificate IV in Marketing and Communication

COURSE SUMMARY

Course Code:	BSB40820	Flexible duration:	Up to 14 months
Qualification gained:	Certificate IV in Marketing and Communication	Study load:	Self-paced
Training Package:	FNS Financial Services Training Package	Start date:	Start anytime
Nationally recognised:			
Weekly Duration:	A minimum of 20hrs/week of structured learning and 10 hrs of assessment preparation is recommended for each unit of competency.		
Delivery Methods:	Self-paced completed online in your own time, at your own pace, using an asynchronous study methodology, utilising mainly online delivery (eLearning) of learning materials. We provide our students with ongoing support throughout the course duration via telephone, emails and/or virtual online meetings, on request.		
Assessment method:	Knowledge/theory-based short answer questions, case-studies, roleplays, projects, practical activities and observations and third-party reports. Please note that practical demonstrations and roleplays will have to be video recorded and submitted via Australian College LMS		
Course units:	<ul style="list-style-type: none"> BSBCMM411 Make presentations Core BSBCRT412 Articulate, present and debate ideas Core BSBMKG433 Undertake marketing activities Core BSBMKG435 Analyse consumer behaviour Core BSBMKG439 Develop and apply knowledge of communications industry Core BSBWRT411 Write complex documents Core BSBMKG434 Promote products and services Elective BSBMKG431 Assess marketing opportunities Elective BSBESB404 Market new business ventures Elective BSBOPS403 Apply business risk management processes Elective BSBWHS411 Implement and monitor WHS policies, procedures and programs Elective BSBCRT411 Apply critical thinking to work practices Elective 		
Course Completion:	<p>This qualification consists of 12 units (6 core units and 6 elective units).</p> <p>Students obtaining a 'Competent' result for all units of competency will achieve the BSB40820 Certificate IV in Marketing and Communication certificate. A Statement of Attainment will be issued to students who complete less than the required units for the full qualification.</p> <p><small>*Note: Australian College does not guarantee successful completion of the course nor guarantees a particular employment outcome on completion of the qualification.</small></p>		
Career opportunities:	Media planner, community relations team leader, direct marketing officer, assistant advertising account planner, public relations officer, sales administrator, assistant account manager (advertising), marketing officer, copywriter, advertising account coordinator, market research assistant, analyst, marketing coordinator, promotions assistant manager, media assistant.		

COURSE DESCRIPTION/SUMMARY

This qualification reflects the role of individuals who use well-developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

WORK PLACEMENT (Experience)

This qualification does not require mandatory work placement. However, Australian College recommends students to have access to a real office work environment for them to practice and complete assessment tasks using specific software and equipment.

While Australian College will support this by providing the student with a 'Work Experience Agreement' including a logbook of all hours performed in the workplace as well as the tasks to be completed, it is the student's responsibility to find a workplace where they can experience practical applications and complete assessment tasks.

ENTRY REQUIREMENTS

The training package does not stipulate any mandatory entry requirements for the qualification delivered by this course.

However, Australian College has certain admission criteria for this course. Prospective students must:

- Students should be a minimum of 18 years of age at the time of enrollment. Applications from students under 18 may be considered on an individual basis, with parental consent required for all students under 18.
- obtain their Unique Student Identifier (USI) and provide it to Australian College;
- complete the pre-enrolment process including the pre-enrolment Language, Literacy and Numeracy test;
- agree to comply with Australian College policies and procedures as published on the website and outlined in the Student Handbook;

Students must have access to and be able to operate:

- An internet-enabled PC/Laptop or similar running a current operating system (E.g Windows 10 or Mac OSX)
 - An audio/video recording device (such as a mobile phone) for the purpose of preparing audio/video assessment recordings
 - Microsoft Office (or compatible software)
 - Current web browser (e.g., Chrome)
 - Adobe Acrobat Reader or another PDF document viewer
 - Valid email address
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QUALIFICATION PATHWAYS

On successful completion of this qualification, students may choose to undertake further studies in qualifications of their choice building further on a potential career for the future. Below are listed some Diploma level qualifications that students may choose to continue their studies and Australian College has on offer:

- BSB40120 Certificate IV in Business
- BSB40320 Certificate IV in Entrepreneurship and New Business
- BSB50120 Diploma of Business
- BSB50820 Diploma of Project Management

TARGET GROUP

Prospective students would see this course as a stepping-stone in their career development, regardless of their current role. It may be a job requirement or a request from and supported by their employer. For some prospective students, undertaking this course may also be at their own initiative, aligning with their personal or professional career objectives.

Prospective students may be:

- Individuals who want to develop skills and knowledge to gain employment in a marketing and advertising job role
 - Employees who have previously worked in this area but don't have formal recognised qualifications
 - Mature aged workers who want to upskill and improve their employment opportunities
 - Students who studied previously with Australian College
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RECOGNITION OF PRIOR LEARNING (RPL) AND CREDIT TRANSFER

RPL and Credit Transfer is available for all students to consider. Students will be provided with information about RPL and Credit Transfer prior to enrolment. Australian College will recognise the AQF qualifications and statements of attainment issued by other RTO's, upon verification with the issuing organisation.

For more information on RPL and Credit Transfer please refer to the student handbook.

Email us for inquiries at admin@australiancollege.edu.au

NSW GOVERNMENT FUNDING

This course is subsidised by the NSW government under the Smart and Skilled program. For more information and if you qualify for funding, please visit our website at: <https://www.australiancollege.edu.au/smart-and-skilled-funding/>

WHERE CAN I FIND MORE INFORMATION

It is important to us that prospective students have all the information needed to ensure this is the right course for them and we are the right training provider for them.

Please, visit our website at www.australiancollege.edu.au/ and read our Student Handbook, our policies and procedures for more information needed to make that all-important decision.

Overseas Students Policy

This course is not available to students on an Overseas Student Visa. As defined in the ESOS Act 2000, 'Overseas students' are not eligible to apply to enrol in this nationally recognised course, nor are they eligible for certification. Please refer to the Student handbook.

Document Review: October 2025



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**If you have any questions about the
College, our courses, or need help with
enrolment, please contact us.**



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**General enquiries:
enquiry@australiancollege.edu.au**



**Office hours:
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