



MARKETING AND COMMUNICATION

INCLUDED IN EACH QUALIFICATION IS SPECIALISED CONTENT IN DIGITAL AND SOCIAL MARKETING

CERTIFICATE IV

Course Code: BSB42415 - CRICOS Code: 093960D

Are you ready to pursue the world of digital and social marketing and communication? Learn the required skills needed to succeed in the marketing communication industry and build strong technical skills to reach your career goals quickly.

DIPLOMA

Course Code: BSB52415 - CRICOS Code: 093961C

Do you want to become a savvy digital marketer? Learn the leading social media tools and best practices used in modern business to succeed in the marketing communication industry and gain expertise in communication, marketing concepts, media planning and social media.

KEY HIGHLIGHTS



Digital Focus

Launch a creative career in marketing and communication. Our course is designed with today's digital world at the core of our syllabus. All learning concepts are delivered in a relevant digital context.



Industry Engagement

We offer students the chance to engage with, meet and network with industry leaders through a variety of open channels including our own Pitch Night, Showcase, Info Night and Industry Insider.



Practical Experience

Through our expert trainers and real-life case study approach, our graduates are job-ready faster. Our Studio+ programme offers students industry internship placement opportunities.

TIMETABLE

COURSES	DAY			EVENING			FULL DAY			DURATION
	SYD	MELB	N. SYD	SYD	MELB	N. SYD	SYD	MELB	N. SYD	
Certificate IV in Marketing & Communication - BSB42415		✓					✓	✓	✓	5 TERMS 40 - 44 weeks
Diploma of Marketing & Communication - BSB52415		✓ ²					✓	✓	✓ ¹	6 TERMS 52 weeks

1 - From January 2019 2 - From March 2019 3 - From May 2019 4 - From July 2019 5 - Current Full Day Friday | Saturday from July 2019

■ Skills Development classes available at all campus locations

CERTIFICATE IV IN MARKETING AND COMMUNICATION

FROM CUSTOMER TO DIGITAL CONSUMER	BSBMGT407	APPLY DIGITAL SOLUTIONS TO WORK PROCESSES (CORE)
	BSBCUS401	COORDINATE IMPLEMENTATION OF CUSTOMER SERVICE STRATEGIES
CONTENT AND CONVERGENCE	BSBMKG417	APPLY MARKETING COMMUNICATION ACROSS A CONVERGENT INDUSTRY (CORE)
	BSBWRT401	WRITE COMPLEX DOCUMENTS
PITCHING & BUILDING YOUR BRAND	BSBCMM401	MAKE A PRESENTATION (CORE)
	BSBCRT401	ARTICULATE, PRESENT AND DEBATE IDEAS (CORE)
	BSBMKG418	DEVELOP AND APPLY KNOWLEDGE OF MARKETING AND COMMS INDUSTRY (CORE)
DEVELOP DIGITAL INTELLIGENCE	BSBLDR402	LEAD EFFECTIVE WORKPLACE RELATIONSHIPS
	BSBMKG401	PROFILE THE MARKET
THE CLIENT CREATIVE PROCESS	BSBMKG413	PROMOTE PRODUCTS AND SERVICES
	BSBRES411	ANALYSE AND PRESENT RESEARCH INFORMATION
	BSBCUS402	ADDRESS CUSTOMER NEEDS

DIPLOMA OF MARKETING AND COMMUNICATION

THE JOURNEY TO THE NEW MEDIA	BSBMKG514	IMPLEMENT AND MONITOR MARKETING ACTIVITIES
	BSBMKG502	ESTABLISH AND ADJUST THE MARKETING MIX
TREND SPOTTING	BSBMKG507	INTERPRET MARKET TRENDS AND DEVELOPMENTS
	BSBMKG515	CONDUCT A MARKETING AUDIT
PLANNING INTERACTIVE MEDIA	BSBLDR502	LEAD AND MANAGE EFFECTIVE WORKPLACE RELATIONSHIPS
	BSBMKG501	IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES
RESEARCH NEW CONSUMER	BSBADN502	MANAGE MEETINGS
	BSBMKG506	PLAN MARKET RESEARCH
SOCIAL AND TRADITIONAL	BSBADV509	CREATE MASS PRINT MEDIA ADVERTISEMENTS
	BSBADV507	DEVELOP A MEDIA PLAN
LINK, EMBED AND ACTIVITY	BSBMG522	UNDERTAKE PROJECT WORK
	BSBMKG523	DESIGN AND DEVELOP AN INTEGRATED MARKETING COMMUNICATION PLAN

■ Prerequisite: Five core units from Certificate IV in Marketing and Communication.

WHAT WILL I LEARN?

You will learn to build great presentations, perfecting your ability to wow your clients and deliver a compelling pitch. You will also learn a wide range of digital solutions to power your marketing and enhance your communication. You will be adept at implementing customer centric solutions and leading effective workplace relationships. The course will also guide you to profile your market, analyse and present your findings to prepare complex professional documents.



Pitch Night: You can develop a marketing campaign pitch with an external company in parallel to your course before delivering the BIG-PITCH!

WHO IS THIS COURSE FOR? Marketing and Communication is designed for students who want to start a successful career in marketing and communication in a wide variety of business contexts.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners.



CAREER OUTCOMES

DIRECT MARKETING OFFICER, MARKET RESEARCH ASSISTANT, MARKETING COORDINATOR, MARKETING OFFICER, PUBLIC RELATIONS OFFICER

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