BSB40820 Certificate IV in Marketing and Communication

Course Overview

Our program enables students to achieve a nationally-accredited qualification while still at secondary school.

The BSB40820 Certificate IV in Marketing and Communication allows students to unleash their creativity and learn the essential skills for a career in the fast-paced world of marketing. Students will dive into market research, digital marketing, social media, and how to contribute to engaging campaigns.

This qualification prepares students for employment opportunities such as Digital Marketing Assistant, Digital Marketing Coordinator and Marketing Officer. It also provides an excellent foundation for higher-level studies, including a Diploma or a university degree in a related field.

Course Structure | 12 units

Core Units I 6 units

BSBCMM411	Make Presentations
BSBCRT412	Articulate, Present and Debate Ideas
BSBMKG433	Undertake Marketing Activities
BSBMKG435	Analyse Consumer Behaviour
BSBMKG439	Develop and Apply Knowledge of Communications Industry
BSBWRT411	Write Complex Documents

Elective Units I 6 units

BSBMKG434	Promote Products and Services
SIRXMKT006	Develop a Social Media Strategy
BSBOPS404	Implement Customer Service Strategies
BSBTEC303	Create Electronic Presentations
BSBTWK503	Manage Meetings
BSBTWK401	Build and Maintain Business Relationships

RTO 45030 CRICOS 03552K

Course details

Every Thursday
from 4:00 to 5:30 p.m.

Online delivery
via Microsoft Teams

Duration: 12-18 months

School holidays support available face-to-face

Eligibility: suitable for students in Years 10, 11 and 12

Course fees

Domestic students
Tuition fees: $2,150
Enrolment fee (non-refundable): $250
Total: $2,400

International students
Tuition fees: $2,350
Enrolment fee (non-refundable): $300
Total: $2,650

A monthly instalment plan is available at an additional charge of $100.

BARRINGTON COLLEGE AUSTRALIA

About Us

Barrington College Australia is a leading boutique provider of vocational education, and we have been proudly delivering in-school programs since 2014.

We have a business campus in Brisbane and a purpose-built hospitality and business campus on the Gold Coast.

We currently partner with over 40 private, independant and public schools predominantly in South East Queensland, however we have students enrolled with us Australia wide.

Why Study With Barrington College Australia?

- A recognised leader in the delivery of in-school vocational programs
- Established university pathways
- Potential academic credit towards university undergraduate degrees
- Flexible study through a cloud-based learning management system
- Qualification provides ATAR-equivalency and up to eight QCE points
- CRICOS-registered for international students
- Students can achieve a nationally-accredited vocational qualification while still at secondary school
- Personalised study experience and strong student support that includes holiday workshops

University Pathways

We have established university pathways that may provide potential academic credit towards undergraduate degrees.

QUT · Griffith University Queensland, Australia · Southern Cross University · UniSQ · UniSC · University of Tasmania

Your Next Step

For further information you can contact our Future Students Team by telephone on 07 5562 5700 or by email at schools@barringtoncollege.edu.au

Scan the QR code to access the application form

Connect with us

Email: schools@barringtoncollege.edu.au | Phone: 07 5562 5700 I www.barringtoncollege.edu.au I **RTO 45030** I **CRICOS 03552K**
Gold Coast campus: 9 Seabank Ln, Southport, QLD 4215 I **Brisbane campus:** Level 7, 119 Charlotte St, Brisbane City, QLD 4000

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