



Certificate IV in Marketing On - Line

BSB41307 Certificate IV in Marketing

Course Overview

The Certificate IV in Marketing provides the participant with the opportunity to develop competencies in marketing and apply them practically in the workplace. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to a more senior marketing practitioner

This development program is offered through our on-line e-learning platform. This means the participant can undertake learning activities at a time convenient to workplace demands without having to leave the work site to attend workshops.

All that is required is access to a computer and the internet. IPS also has experience consulting to determine blended

delivery methods where applicable.

An initial induction into the program is provided at the time of enrolment when we assess and recognise existing skills the participant may possess. This enables them to receive advanced-standing in the program and allows us to focus on the skills they need to develop.

A coach is allocated to the participant and is available on-line or by phone Monday to Friday during working hours. Assessments are completed and submitted on-line to our qualified assessors who provide feedback in a timely manner.

Target Audience

- Direct Marketing Officer
- Market Research Assistant
- Marketing Coordinator
- Marketing Officer
- Public Relations Officer



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Total Number of Units Required for Qualification – 10

4 Core Units required:

- Make a presentation
- Profile the market
- Analyse consumer behaviour
- Conduct market research

Elective Units - Choose 6 appropriate to the trainee's role:

- Address customer needs
- Implement customer service standards
- Manage budgets and financial plans
- Design databases
- Create and use databases
- Promote products and services
- Undertake marketing activities
- Monitor a safe workplace
- Develop product knowledge
- Establish networks
- Build client relationships and business networks
- Analyse and present research information
- Identify risk and apply risk management processes
- Identify sales prospects
- Present a sales solution
- Secure prospect commitment
- Support post-sale activities
- Self-manage sales performance
- Establish effective workplace relationships
- Write complex documents

Registration and Enquiries

Time required to complete the qualification: 2 years full-time or up to 4 years part-time.
Average time to complete: 6 months

This qualification is nationally recognised and portable throughout Australia. Federal government incentives of up to \$4,000.00 per participant may apply subject to meeting eligibility criteria and completion of qualifications.

Contact IPS Institute to organise enrolment today

Phone: (07) 3841 8011

Email: info@ipspeople.com

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