



Australian Government

BSB40820 Certificate IV in Marketing and Communication

Release: 1

BSB40820 Certificate IV in Marketing and Communication

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Qualification Description

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.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 12

6 core units plus

6 elective units, of which:

- 2 elective units must be selected from Group A
- 2 elective units must be selected from Group B
- for the remaining 2 elective units:
 - up to 2 units may be selected from Groups A and B
 - if not listed, up to 2 units may be selected from a Certificate III, Certificate IV or Diploma from this or any other currently endorsed Training Package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Core 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

Group A – Marketing

BSBMKG431 Assess marketing opportunities
BSBMKG432 Research international markets
BSBMKG434 Promote products and services
BSBMKG436 Design and test direct marketing activities
BSBMKG437 Create and optimise digital media
BSBMKG438 Implement and monitor advertising production
BSBMKG440 Apply marketing communication across a convergent industry
BSBMKG441 Develop public relations documents
BSBMKG442 Conduct e-marketing communications
SIRXECM002 Prepare digital content
SIRXMKT006 Develop a social media strategy

Group B – Transferable Skills

BSBCRT411 Apply critical thinking to work practices
BSBCRT413 Collaborate in creative processes
BSBESB404 Market new business ventures
BSBFIN401 Report on financial activity
BSBOPS306 Record stakeholder interactions
BSBOPS403 Apply business risk management processes
BSBOPS404 Implement customer service strategies
BSBPEF402 Develop personal work priorities
BSBTEC303 Create electronic presentations
BSBTWK401 Build and maintain business relationships
BSBTWK503 Manage meetings
BSBXBD403 Analyse big data
BSBXCM401 Apply communication strategies in the workplace
SIRXOSM005 Develop a basic website for customer engagement

Qualification Mapping Information

No equivalent qualification. Supersedes but is not equivalent to BSB42415 Certificate IV in Marketing and Communication.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>