



Certificate IV in Marketing

Marketing and sales staff in any industry or managers wanting to understand marketing principles will benefit from this practical course in marketing fundamentals. The course addresses the areas of customer relationships, targeted marketing activity, marketing plans, advertising and presentations.

Designed for

Marketing and sales staff, people in a marketing role seeking formal training and managers who want to understand marketing fundamentals.

Course outcomes & benefits

- Define markets for a specific product and service by identifying relevant market and consumer segments
- Evaluate consumer behaviour and develop marketing strategies of consumer influence
- Develop, implement and analyse a range of market research designs and methodologies and how to report and present the results
- Assess the most effective promotional strategies in accordance with a promotional plan for a product or service
- Develop mass print advertisements in line with a creative brief

Course content

- Profile the market and analyse consumer behaviour
- Conduct market research
- Analyse research and give a professional presentation
- Address customer needs
- Implement and monitor marketing activities
- Promote products and services
- Establish business networks and build client relationships
- Create print advertisements

Duration & course dates

9 days 28 April; 05, 12, 19, 26 May; 02, 09, 16, 23 June
07, 14, 21, 28 Sept; 19, 26 Oct; 02, 09, 16 Nov

Investment

\$3,720

Assessment

This course is aligned to **BSB41307 Certificate IV in Marketing**. Assessment occurs throughout the course in the form of in-class activities and through a final project which is presented on the final day of the course. No qualification can be issued if the assessment on the final day of the course is not completed.

The cost of assessment is included in the course fee. You may be able to obtain credit towards some units of competency through Recognition of Prior Learning (RPL) or mutual recognition of study you have successfully completed with another RTO. For more information regarding RPL, contact us on 1800 727 640.

Location

UNSW Global, 12-22 Rothschild Avenue, Rosebery, NSW 2018

Program code BSB41307

LEARN4LIFE

Learn4Life 12-22 Rothschild Avenue Rosebery NSW 2018 Australia

Telephone: 1800 727 640 Facsimile: 61 2 8117 2018 Email: learn4life@unsw.edu.au Web: www.learn4life.unsw.edu.au

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