



BSB42415

Certificate IV in Marketing and Communication

International Students 2019

The Certificate IV in Marketing and Communication is a nationally accredited course that provides the skills and knowledge for an individual intending to pursue a career in Marketing. Occupational outcomes for this qualification can vary from account coordinator, assistant account planner, media assistant, media buyer, media planner, marketing coordinator and marketing officer.

Training sessions are trainer led in group sizes of no more than 25 students.

The training program is undertaken using a planned schedule. Sessions will include demonstration, cases studies, explanation and practice of skills. This is undertaken in a simulated workplace environment.

In addition to face-to-face learning, students will also complete self-paced study to assist them in building their professional knowledge and undertake work towards their assignments.

Students will typically attend formal training sessions four days per week. Each day has scheduled training over 5 hours resulting in 20 contact hours per week. Additionally students are offered in class trainer support for one hour, at the end of each day.

THE COURSE FACTS

- **Duration:** 25 weeks (Excluding Holidays)
- **Commitment:** 4 Days per week (9am – 3pm)
- **Commencing:** 28/01/2019
- **Qualification:** BSB42415 Certificate IV in Marketing and Communication
- **Delivery mode:** Face-to-face
- **Location:** Liverpool and Parramatta Australia
- **Cost:** AUD7,500.00

PATHWAY FROM THE COURSE

Students who complete the core units from this course meet the entry requirements for BSB52415 Diploma of Marketing and Communication

COURSE STRUCTURE

The course will be delivered over a period of 29 weeks, which includes 2 term breaks of 2 weeks each. The course will be delivered in three terms. The term dates are:

Term One 28/01/2019 – 12/04/2019

Term Two 29/04/2019 – 05/07/2019

Term Three 22/07/2019 – 16/08/2019

The following identifies each term and the units of competence to be delivered:

Term One

BSBCMM401 Make a presentation

BSBCRT401 Articulate, present and debate ideas

BSBMGT407 Apply digital solutions to work processes (continues in term 2)

BSBMKG417 Apply marketing communication across a convergent industry

BSBMKG418 Develop and apply knowledge of marketing communication industry

Term Two

BSBMGT407 Apply digital solutions to work processes

BSBPRO401 Develop product knowledge

BSBMKG413 Promote products and services

BSBCUS401 Coordinate implementation of customer service strategies

BSBADV408 Review advertising media options

Term Three

BSBADV404 Schedule advertisements

BSBADV406 Buy and monitor media

www.acbc.nsw.edu.au / info@acbc.nsw.edu.au

➤ **1300 COLLEGE**



AUSTRALIAN CAREERS
Business College
'Empowerment Through Education and Training'

CRICOS Code 03629E

COURSE FEES

- **Application Fee** (not refundable) AUD300
- **Tuition Fee** AUD6,000.00
- **Administration fee** AUD500.00
- **Learning Resources** AUD500.00
- **Training Consumables** AUD200.00

Total AUD 7,500.00
Minimum of First Term fees (AUD 1,800.00)

PAYMENT SCHEDULE

Paid on application for enrolment – AUD 300.00

Term One – AUD 2,500.00

Term Two – AUD 2,500.00

Term Three – AUD 2,500.00

All term payments must be paid in full, in advance of the term commencing in order to maintain a valid enrolment.

MINIMUM ENTRY REQUIREMENTS:

There are no entry requirements to this qualification.

ACBC requires students to have completed a School Certificate or equivalent secondary schooling outcome.

Additionally applicants must:

- Be over the age of 18
- Demonstrate good command of written and spoken English
- Verified evidence of IELTS Level 5.5
- Have completed an equivalent secondary schooling level of a School Certificate or can demonstrate suitable work or life experience.
- Meet the following Student Visa 500 requirements – Follow this link: <https://www.border.gov.au/Trav/Study/More/Visa-conditions/visa-conditions-students>

APPLICATION PROCESS

To enrol into a course as an overseas student at Australian Careers Business College, applicants must complete an International Student Enrolment Form available from our website.

The form should be completed in full and submitted by mail or fax with full payment to:

Student Services

Address: 28 Memorial Avenue, Liverpool NSW 2170 Australia.

Fax: +612 9824 1730

The application for enrolment must be accompanied by:

- evidence of IELTS proficiency (General Score of 5.5)
- evidence of a School Certificate or equivalent secondary schooling outcome
- Application Fee (not refundable) AUD 300.00

When we receive your application, our Student Services will review it for completeness. When the application for enrolment is complete you will be issued a Letter of Offer (valid 14 days), invoice for initial payment of fees and provided with a Student Agreement for your review.

Once you accept the offer you are required to return the student agreement with the initial payment of fees, IELTS and education proof.

Upon approval of your application, an electronic confirmation of enrolment (eCoe) will be generated and forwarded to Department of Immigration and Border Protection (DIBP) and yourself at the address provided on your application with an official receipt for the fees paid. It is the applicant's responsibility to apply for a student visa. If your application is not complete, our Director of Client Services will contact you.

When you receive your eCoe, it should be taken to the visa section of your nearest Australian Diplomatic Mission (i.e. Consulate, High Commission or Embassy) where you can make an application for a student visa. You will be unable to apply for a student visa without the eCoe. Visit the DIBP website for more information at <https://www.border.gov.au/Trav/Visa/Apply/Student>.

Successful Student Visa

If your student visa application is approved, you should contact ACBC and provide evidence of approval. ACBC will contact you to confirm your timetable, start date and all other arrangements for your study with ACBC.

Unsuccessful Student Visa

If your student visa application is NOT approved, you must contact Australian Careers Business College, and advise us and apply in writing for a refund of student fees in accordance with our Fee Refund Policy.

For further information please contact:

Nick Elisha – Director of Studies

Phone: 612 9824 0000

Email: nick@acbc.nsw.edu.au

CAMPUS LOCATIONS

Both campuses are located in the heart of the Business District of their respective locations and no more than a five minute walk from the train station.

The Australian Careers Business College is registered by Australian Skills Quality Authority (ASQA) to deliver selected Nationally Recognised Qualifications

➤ **28 MEMORIAL AVENUE LIVERPOOL NSW 2170**

➤ **LEVEL 1, 85 GEORGE STREET PARRAMATTA NSW 2150**

ACBC is a Registered Training Organisation (RTO) No. 90271.
CRICOS Code 03629E

