



➔ BSB42415

Certificate IV in Marketing and Communication

TRAINEESHIP

ABOUT THE COURSE

The BSB42415 Certificate IV in Marketing and Communication traineeship is a nationally accredited course that provides the skills and knowledge for an individual intending to pursue a career in Marketing. The traineeship is delivered full-time over a 12 month period. It is also available on a part-time basis, over 24 months. It is an ideal entry-level qualification for new entrants to the workplace.

PATHWAYS FROM THE TRAINEESHIP

Trainees who complete this qualification have a pathway for further study into the BSB52415 Diploma of Marketing and Communication. Graduates may also apply to undertake commerce and business qualifications at university. Upon successful completion of this qualification graduates will have theoretical and practical knowledge and skills for specialised and/or skilled work. With experience they may work in areas such as:

- ➔ Account coordinator
- ➔ Assistant account planner
- ➔ Assistant art director
- ➔ Copywriter
- ➔ Direct marketing officer
- ➔ Marketing coordinator

ABOUT ACBC

Australian Careers Business College (ACBC) is approved by the NSW Government as a training provider for selected traineeships under the NSW Smart and Skilled Program (RTO Code 90271 DOI provider code 681). We have been providing quality training to employers since 1996. Go to www.acbc.nsw.edu.au for more details.

UNITS FOR THIS COURSE ARE AS FOLLOWS:

Five (5) Core units

- ➔ BSBMKG401 Make a presentation
- ➔ BSBCRT401 Articulate, present and debate ideas
- ➔ BSBMGT407 Apply digital solutions to work processes
- ➔ BSBMKG417 Apply marketing communication across a convergent industry
- ➔ BSBMKG418 Develop and apply knowledge of marketing communication industry

Seven (7) Elective Units

- ➔ BSBMKG401 Profile the market
- ➔ BSBMKG413 Promote products and services
- ➔ BSBCUS401 Coordinate implementation of customer service strategies
- ➔ BSBADV404 Schedule advertisements
- ➔ BSBWRT401 Write complex documents
- ➔ BSBADV406 Buy and monitor media
- ➔ BSBADM405 Organise meetings

ABOUT TRAINEESHIPS

Traineeships in NSW involve a contract between an employer a trainee and the NSW Government. Traineeships attract a range of subsidies and financial incentives from both state and commonwealth governments and they have been proven to be a sustainable and effective way to train people in the workplace.

A great benefit of signing up a trainee and selecting ACBC as your training provider, is that your trainees don't have to lose any time from your workplace. Our trainers will visit your trainee in the workplace and set tasks and assessments that are relevant to their job. They learn on the job with you and our trainers will support this with formal learning and assessment.

Call 9824 0000 or email svet@acbc.nsw.edu.au

ACBC is a Registered Training Organisation (RTO) No. 90271.

INCENTIVES FOR EMPLOYERS

There are many benefits for you as an employer by adding a Trainee to your team. These may include:

- \$1500 from the Commonwealth government when you sign up a new entrant FULL TIME trainee
- \$2500 when your trainees completes their one-year Traineeship
- Further incentives are available for Trainees who progress to higher level Traineeship
- Payroll tax rebates may be applicable to employers of Trainees
- Reduction in workers compensation premiums may be applicable to employers of Trainees
- Low and manageable wages for Trainees based on 'Award' rates set especially for Trainees (see below)
- Training subsidised by NSW Government
- Unfair dismissal laws do not apply to Traineeships.

This traineeship is recognised as a 'Non-NSNL (non-national skills list) and Non-priority occupation' under the 'Financial Incentives and Benefits or Employers' issued by the commonwealth government, and as such is not available to existing employees.

ABOUT WAGES FOR TRAINEES

This traineeship is a Level A wage under the National Training Wage arrangements. Most modern awards defer to MA000104 Miscellaneous Award 2010 for Traineeship pay rates (see extract below). This is the case for MA000002 Clerks Private Sector Award which covers most people employed as Trainees.

(a) Wage level A

The minimum rate for a full-time trainee undertaking an AQF Certificate Level I–III traineeship whose training package and AQF certificate levels are allocated to wage level A by clause E.6.1 is the weekly rate specified in column 2 of Table 1—Wage level A minimum weekly rate for full-time trainees (AQF Certificate Level I–III traineeship) according to the highest year of schooling completed by the trainee specified in that column and the experience level of the trainee specified in Column 1.

The minimum rate for a full-time trainee undertaking an AQF Certificate Level IV traineeship is the minimum rate for the relevant full-time AQF Certificate Level III traineeship increased by 3.8%

More details on awards can be found at: www.fairwork.gov.au/awards-and-agreements/awards/find-y-award/step-2

Table 1—Wage level A minimum weekly rate for full time trainees (AQF Certificate Level I–III traineeship)

Experience level of trainee	Highest year of schooling completed		
	Year 10	Year 11	Year 12
	per week	per week	per week
School leaver	\$338.60	\$372.90	\$444.20
Plus 1 year out of school	\$372.90	\$444.20	\$517.00
Plus 2 years out of school	\$444.20	\$517.00	\$601.60
Plus 3 years out of school	\$517.00	\$601.60	\$688.80
Plus 4 years out of school	\$601.60	\$688.80	
Plus 5 years or more out of school	\$688.80		

TRAINEESHIP CONTRACT

Students studying this qualification (and their employers) will enter into a training contract with the NSW Department of Industry.

CREDIT TRANSFER (CT)

Australian Careers Business College recognises and grants credit transfer for nationally recognised units of competency issued by other RTOs. Full details of the application process can be acquired from the college's student services.

LANGUAGE LITERACY AND NUMERACY SKILLS (LLN)

Students enrolling in this qualification will undertake a LLN test to determine the student's ability to engage in the course.

ASSESSMENT

Assessment methods for this qualification are a combination of written assignments, case studies, knowledge questioning, projects and workplace assessments.

MODE OF DELIVERY

The qualification is delivered in the workplace. Trainees will complete assessments and submit them online. Trainers will visit the trainee in the workplace to provide coaching, support and workplace assessment.

QUALITY OF TRAINING

ACBC is responsible for the quality of the training and assessment being provided in this qualification and for the issuance of any AQF certificate.

LEARNING RESOURCES

All equipment and resources are provided for students enrolling into this qualification including digital access, learner guides, student handouts and assessment instructions at no cost.

COURSE COST

This training is subsidised by the NSW Government for eligible students.

CONTACT US TO GET STARTED

Traineeships are a win-win for you, your business and the trainees. Let us help you to start a trainee in your business. **If you would like to speak with one of our Careers Advisors about recruiting and signing up a trainee, call Svetlana Kuzmar on 02 9824 0000.** We can answer all of your questions and guide you through the process of sign ups.

One of our team will be in touch soon to explore if you are ready to make a difference to your business with a new trainee.

