



Qualification Outline

BSB4820 Certificate IV in Marketing and Communication Traineeships

ABOUT THIS COURSE

The BSB40820 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. 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.

ABOUT ACBC

Australian Careers Business College (ACBC) is approved by the NSW Government as a training provider for selected Traineeship 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.

COURSE UNITS

To achieve the BSB40820 Certificate IV in Marketing and Communication, 12 units must be completed.

There are six Core Units in this qualification:

- 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

There are six Elective Units in this qualification:

- BSBMKG440 Apply marketing communication across a convergent industry
- BSBMKG434 Promote products and services
- BSBOPS404 Implement customer service strategies
- BSBMKG431 Assess marketing opportunities
- BSBTWK503 Manage meetings
- SIRXMKT006 Develop a social media strategy

PATHWAYS FROM THE TRAINEESHIP

Trainees who complete this course have a pathway for further study into the Diploma of BSB50620 Diploma of Marketing and Communication. Occupational outcomes for this qualification can vary from account coordinator, assistant account planner, marketing coordinator and marketing officer.

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 Trainer 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 Trainees support this with formal learning and assessment.

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 fulltime 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 for 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.

More details on awards can be found at: www.fairwork.gov.au/awards-and-agreements

**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	\$347.10	\$382.20	\$443.00 - \$455.20
Plus 1 year out of school	\$382.20	\$443 to \$455.20	\$498.80 - 529.90
Plus 2 years out of school	\$443 to \$455.20	\$498.80 - 529.90	\$557.30 - 616.60
Plus 3 years out of school	\$498.80 - 529.90	\$557.30 – 616.60	\$620.70 - 706.00
Plus 4 years out of school	\$557.30 – 616.60	\$620.70 - 706.00	\$620.70 - 706.00
Plus 5 years or more out of school	\$620.70 - 706.00		

Minimum wages for Level IV Traineeships

The exact wage you earn as a Level IV trainee might depend on whether your traineeship falls into Wage Level A, B or C. If you're doing an AQF Certificate Level IV traineeship, you can expect to earn:

- \$643.90 -733.40 per week in the first year of the traineeship
- \$688.20 -761.80 per week in the second year and any subsequent years of the traineeship

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. Students will complete assessments submitted online. Trainers/Assessors will meet with students either via zoom or in the workplace to provide coaching, support and workplace assessment.

The Australian Careers Business College is registered by Australian Skills Quality Authority (ASQA) to deliver selected Nationally Recognised Qualifications. ACBC is a Registered Training Organisation (RTO) No. 90271.

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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 Chala Ongel on 02 98240000 or email chala.o@acbc.nsw.edu.au. 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 decision.