

MARKETING AND COMMUNICATION

These courses are designed for students who want to develop a successful career in marketing and communication for a wide variety of business contexts. Focus on latest methods and tools necessary to stay up to date in this ever changing digital and social media world, so you will be perfectly job ready as soon as you have finished your course.

MARKETING AND COMMUNICATION

CERTIFICATE IV

BSB40820

Are you ready to pursue the world of digital and social marketing and communication? Learn the required skills needed to succeed in the marketing communication industry and build strong technical skills to reach your career goals quickly.

40-44 WEEKS COURSE AT 20 HOURS PER WEEK

MARKETING AND COMMUNICATION

DIPLOMA

BSB50620

Do you want to become a savvy marketer? Learn the leading digital and social media tools and best practices used in modern business to succeed in the marketing communications industry and gain expertise in communication, marketing concepts, media planning, social media and budgets.

52 WEEKS COURSE AT 20 HOURS PER WEEK

CAREER OPPORTUNITIES:

- COMMUNICATIONS COORDINATOR/MANAGER
- MARKET RESEARCH SPECIALIST
- MARKETING COORDINATOR
- MARKETING MANAGER
- PUBLIC RELATIONS OFFICER



BECOME AN EXPERT IN DIGITAL AND SOCIAL MARKETING



ABOUT OUR COURSE

I had a wonderful time studying Marketing and Communication at Greenwich. Although I already had marketing experience from my home country, this course really added useful skills to start my career in Australia. The trainer was great and gave me a lot of industry insights to build my career. The assessments were always very practical and we could exchange knowledge amongst the other students too.

STEPHANYE | CERTIFICATE IV IN MARKETING AND COMMUNICATION



WHAT WILL YOU LEARN?

You will learn to build great presentations, perfecting your ability to wow your clients and deliver a compelling pitch. You will also learn a wide range of digital solutions to power your marketing and enhance your communication, becoming adept at implementing customer centric solutions and leading effective workplace relationships. The Certificate IV in Marketing and Communication will also guide you to profile your market, analyse and present your findings in professional documents.

CERTIFICATE IV IN MARKETING AND COMMUNICATION

BSBCMM411	MAKE PRESENTATIONS (CORE)
BSBCRT412	ARTICULATE, PRESENT AND DEBATE IDEAS (CORE)
BSBMKG433	UNDERTAKE MARKETING ACTIVITIES (CORE)
BSBMKG435	ANALYSE CONSUMER BEHAVIOUR (CORE)
BSBMKG439	DEVELOP AND APPLY KNOWLEDGE OF COMMUNICATIONS INDUSTRY (CORE)
BSBWRT411	WRITE COMPLEX DOCUMENTS (CORE)
BSBMKG434	PROMOTE PRODUCTS AND SERVICES
BSBMKG440	APPLY MARKETING COMMUNICATION ACROSS A CONVERGENT INDUSTRY
BSBPEF402	DEVELOP PERSONAL WORK PRIORITIES
BSBOPS404	IMPLEMENT CUSTOMER SERVICE STRATEGIES
BSBTWK503	MANAGE MEETINGS
BSBTEC303	CREATE ELECTRONIC PRESENTATIONS

PREPARE
FOR A
REWARDING
CAREER

The Diploma of Marketing and Communication will equip you with digital and creative thinking skills in order to drive measurable marketing success. Our course is designed with today's digital world at the core of our syllabus. All learning concepts are delivered in a relevant digital context for you to become a savvy marketing and communications practitioner.

DIPLOMA OF MARKETING AND COMMUNICATION

BSBMKG541	IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES (CORE)
BSBMKG542	ESTABLISH AND MONITOR THE MARKETING MIX (CORE)
BSBMKG552	DESIGN AND DEVELOP MARKETING COMMUNICATION PLANS (CORE)
BSBMKG555	WRITE PERSUASIVE COPY (CORE)
BSBPMG430	UNDERTAKE PROJECT WORK (CORE)
BSBMKG543	PLAN AND INTERPRET MARKET RESEARCH
BSBMKG545	CONDUCT MARKETING AUDIT
BSBMKG551	CREATE MULTIPLATFORM ADVERTISEMENTS FOR MASS MEDIA
BSBCMM511	COMMUNICATE WITH INFLUENCE
BSBPEF501	MANAGE PERSONAL AND PROFESSIONAL DEVELOPMENT
BSBOPS501	MANAGE BUSINESS RESOURCES
BSBPMG535	MANAGE PROJECT INFORMATION AND COMMUNICATION

FOCUS IN THE
DIGITAL
MARKETING
WORLD

■ **PREREQUISITE:** THERE IS NO DIRECT ENTRY INTO THIS COURSE. STUDENTS ARE REQUIRED TO COMPLETE A CERTIFICATE IV IN MARKETING AND COMMUNICATION (BSB40820).



INDUSTRY ENGAGEMENT

We offer students the chance to engage, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



PRACTICAL LEARNING

Designed to help students develop practical, day-to-day skills. Through our expert trainers and real-life case study approach, our graduates are job-ready faster.



DIGITAL FOCUS

Launch a creative career in Marketing and Communication. Our course is designed with today's digital world at the core of our syllabus. All learning concepts are delivered in a relevant digital context.