



MONARCH  
INSTITUTE

BSB40820

# Certificate IV in Marketing and Communication

- Get practical marketing skills you can use straight away
- Take your budding comms career to the next level
- Easy-to-follow learning

Education for  
the real world

RTO Code - 22530



NATIONALLY RECOGNISED  
TRAINING

# Skills you'll actually use

Reckon marketing might be for you, but don't want to go to uni yet? Need practical basic marketing skills – not a library worth of theory taking up space in your head? The Certificate IV in Marketing and Communication BSB42415 is for you. It's built for no-nonsense go-getters with curious minds (and no time for marketing jargon BS). Whether you're fresh out of school, ready for a career change, or preparing to take charge of marketing in your organisation, you'll get a lot more than a qualification out of this course.

## What does the course cover?

- Get to know the industry, plus brush up on essential writing and presentation skills
- Find out what makes consumers tick, present your ideas effectively, and run multiple marketing activities
- Get smarter about software and communication strategy in the workplace, while you monitor an advertising campaign
- Promote products and services across multiple channels and platforms at once

## Key benefits

### Easy-to-follow learning

All of the course content is easy to follow along with. This makes it simple to pause your study when you're busy, and pick back up seamlessly whenever you want.

### 100% digital

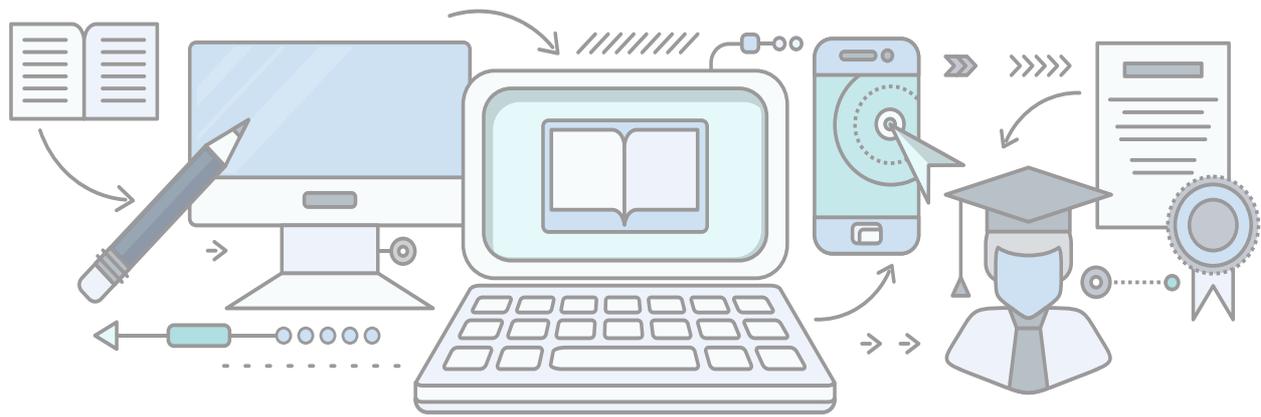
No chunky textbooks or work books means you really can study anywhere. Get involved in practical exercises wherever you've got an internet connection, or download your lessons to read on your PDF eReader app any time.

### Transferable skills

The skills you'll learn in this program can be directly applied to your own business and prepared for the advertising, marketing and communications industries. You'll be ready to design smart strategies and implement powerful campaigns as soon as you graduate.

### Nationally recognised

The Certificate IV in Marketing and Communication is nationally recognised. So not only will it help you accelerate your career, you may be able to use it as part of your pathway to higher education. Just check with the uni of your choice before you enrol.



## Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way. You'll get:

- Easy-to-follow course materials
- Webinars
- Heaps of support from your course trainers (phone, email, Skype, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

## What is the course duration?

This course can be completed in as little as six months. It has been designed to allow you the flexibility of fitting your studies around work and social commitments and you have up to two years to complete this course.

Your completion time frame depends on your previous education, work experience, time availability and work rate. For example, if you're completing your practical exercises as part of your work duties, you could kill two birds with one stone! Of course, if you're having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

## What is the course structure?

This course is delivered completely online. This means you'll access your learning and assessment resources using an online portal. You can access this anywhere and anytime.

You'll need to study a total of 12 nationally recognised units.

## What are the entry requirements?

There are no formal entry requirements. Just bring your drive, motivation and passion for the industry. That said, if this is your first time studying at this level, we'll need to check your levels of English and maths before you enrol. People with disabilities are encouraged and supported to apply.

## Course costs

**Monarch's courses are competitively priced.**

Check our website for the most up-to-date prices at [www.monarch.edu.au/courses](http://www.monarch.edu.au/courses) or call us on 1300 738 955.

# Course modules

## Module 1

- BSBMKG439  
Develop and apply knowledge of communications industry
- BSBWRT411  
Write complex documents
- BSBCMM411  
Make a presentation
- BSBTEC303  
Create electronic presentations

## Module 2

- BSBMKG435  
Analyse consumer behaviour
- BSBCRT412  
Articulate, present and debate ideas
- BSBMKG433  
Undertake marketing activities

## Module 3

- BSBXCM401  
Apply communication strategies in the workplace
- BSBTEC403  
Apply digital solutions to work processes
- BSBMKG438  
Implement and monitor advertising production

## Module 4

- BSBMKG434  
Promote products and services
- BSBMKG440  
Apply marketing communication across a convergent industry



**Get the skills that employers really want.**



**Unrivalled support.**  
Delivered with care



**Absolute flexibility.**  
Your way, your terms.

## Jobs and career pathways

Key opportunities include:

- Marketing assistant
- Marketing coordinator
- Market research assistant
- Public relations officer
- Product manager
- Account coordinator
- Junior copywriter
- Junior digital strategist
- Media assistant
- Communications officer

## Industry insights



Employment/positions projection  
**21.1% growth by 2025**



Part time jobs available  
**22% of roles are part time**



Median salary  
**\$88,000 per annum**

# A career that could take you anywhere

There are lots of reasons to be excited about your future in marketing. Marketing is a broad skill set that's critical for businesses in all industries. Not to mention non-profits. Whether you want to conquer the corporate world or champion a charity you believe in, a marketing qualification will help open up the opportunities you've been chasing.

Skilled marketers are in demand all over the world. So if you've been dreaming of living and working overseas, becoming a marketing professional could quite literally take you where you want to go. There are also plenty of opportunities right here in Australia. For example, according to government projections, the advertising services industry is set to grow by over 7% by 2024\*.

Interested in lots of different disciplines? Want real variety in your career? You've come to the right place. From consumer behaviour data analysis to persuasive writing, strategy and budget planning, studying marketing really lets you flex every part of your mind. You'll be able to take your skills to a variety of different roles.

Certificate IV in Marketing and Communication graduates work in a wide range of roles across many industries. They're marketing assistants, small business all-rounders, and more. The Certificate IV course can also be a pathway to further study at Diploma level, or as part of your pathway to university studies.

Sources: \*Labour Market Information Portal, Australian Government Department of Employment 2025



# Why choose Monarch Institute?

**You need a different learning experience.  
We're ready to deliver.**

## Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

## Flexibility

- ✓ Fit study around work, family, life
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

## Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Assessment turnaround in 5-7 business days with comprehensive trainer feedback

## Enrol today

Chasing your dream job? Ready to level up in your career?  
Start your BSB40820 Certificate of Marketing and Communication  
with Monarch Institute today.



To discuss the course that's right for you call  
**1300 738 955**



To find out more information email  
**info@monarch.edu.au**



To enrol, visit our website  
**www.monarch.edu.au**

