



MONARCH
INSTITUTE

BSB42415

Certificate IV in Marketing and Communications

- Get practical marketing skills you can use straight away
- Take your budding comms career to the next level
- Bite-sized lessons

Education for
the real world

RTO Code - 22530



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?

- **Building your strategy, goal setting, spotting trends**
- **The nitty gritty about public relations and why it's an important tool in your kit**
- **Digital marketing templates, tools, and an intro to data and design driven digital overview**
- **Creating your own print and digital campaign and pulling it all together**

Key benefits

Easy to follow

All of the course content is broken down in to easy bite-sized 15-minute-or-less pieces. This makes it even easier to fit study in to your busy schedule every day.

100% digital

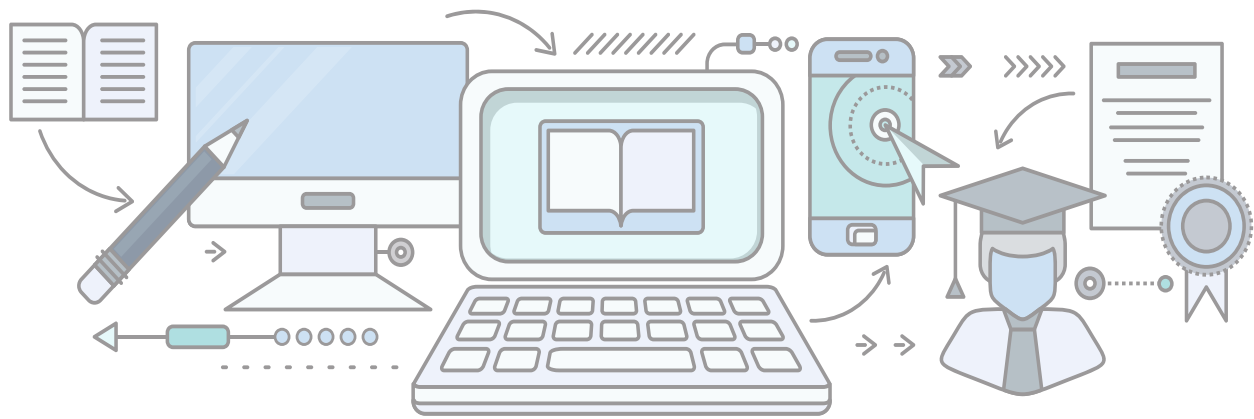
No chunky textbooks or work books means you really can study anywhere. Get involved in practical exercises wherever you've got an internet connection, or download your lessons to read on your PDF eReader app any time.

Practical

You'll learn enduring classic theories of marketing. But you'll also learn the latest digital platforms and strategies from marketing professionals. We're constantly upgrading our lessons and adding guest lectures on industry hot topics. This way, you're 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
- Videos and 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?

Most students complete this qualification in six to 12 months. This allows time to fit study around other work and social commitments. But if you're keen to get qualified sooner, it's possible; chat to one of our course consultants to find out how.

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 or call us on 1300 738 955.

Course modules

Module 1 /

Smart strategy

- BSBMKG418
Develop and apply knowledge of marketing communication industry
- BSBMKG401
Profile the market
- BSBIPR403
Protect and use brands and business identity
- BSBMKG409
Design direct response offers

Module 2 /

Powerful PR

- BSBADV408
Review advertising media options
- BSBPUB402
Develop public relations campaigns

Module 3 /

Digital design

- BSBMKG413
Promote products and services
- BSBMGT407
Apply digital solutions to work processes
- BSBMKG420
Create digital media user experiences

Module 4 /

All-round awesome

- BSBCMM401
Make a presentation
- BSBCRT401
Articulate, present and debate ideas
- BSBMKG417
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
6% growth to 2024



Earnings (average full time)
\$1,692



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*. The consulting industry that includes (marketing and communications consulting) is set to grow by 15%.*

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, PR coordinators, 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



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 BSB42415 Certificate of Marketing and Communications
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

