

BSBSS00107

Marketing and Communication Foundations Skill Set

- Get ready to study at Diploma level
- Pathway to the Diploma of Marketing and Communication
- Fit your study around your current work and family commitments

Your Introduction to the World of Marketing

The Marketing and Communication Foundations Skill Set is your pathway to this exciting industry. This course is designed to give you the essential knowledge and skills you need to support marketing activities for a wide variety of businesses. You will be introduced to core marketing topics, allowing you to expand your professional skill set. Should you decide to take your marketing career to the next level, this course will also provide the entry requirements needed to enrol in the Diploma of Marketing and Communications.

What does the course cover?

- Producing compelling presentations and complex documents
- Analysing customers and understanding their behaviour
- Coordinating and supporting basic marketing activities
- Articulating and debating ideas in a professional way





What is the course structure?

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
- Support from your course trainers (phone, email, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

What is the course duration?

You have up to 8 months to complete these units. Your completion time frame depends on your previous education, work experience, time availability and work rate.

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.

What will I be studying?

You'll need to study a total of 6 nationally recognised units.

- **BSBMKG439** Develop and apply knowledge of communications industry
- **BSBWRT411** Write complex documents
- **BSBCMM411** Make presentations
- **BSBMKG435** Analyse consumer behaviour
- **BSBCRT412** Articulate, present and debate ideas
- **BSBMKG433** Undertake marketing activities

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.

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
- ✓ Fast assessment turnaround times with comprehensive trainer feedback

Enrol today

Chasing your dream job? Ready to level up in your career?
Start your BSBSS00107 Marketing and Communication
Foundations Skill Set with Monarch Institute today to take
the next step forward in your career.



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

