

Career Opportunities:

Social Media Coordinator
Direct Marketing Officer
Market Research Assistant
Marketing Coordinator
Marketing Officer
Public Relations Office

How do I Enrol?

- Through your local Education Agent
- Email AGB at:
international@agb.edu.au
Visit the www.agb.edu.au for more information.

Payment Options:

If a student enrolls into a second program, AGB will waive the Application Fee and the Administration Fee for the second program, a saving of \$600 dollars 50% of the Tuition Fee and Application Fee must be paid prior to the issuing of the Confirmation of Enrolment. Two weeks prior to the commencement of the program where applicable the amenities and resources fee must be paid.

AGB Training currently offers Certificate IV in Marketing and Communication.

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners.

Mode of Delivery:

Classroom, Blended, Workplace

Assessment:

Methods of assessment may include:

- Knowledge Evidence
- Direct demonstration and observation
- Portfolios
- Projects
- Role plays, case studies and presentations

Pathways:

On successful completion students will have the knowledge and skills required for further training in BSB52415 Diploma of Marketing and Communication or other relevant qualifications

Course Duration: 26 weeks **Duration inclusive of Holidays:** 39 weeks

Course Fees:

Application Fee: \$100

Amenities: \$200

Administration: \$500

Resources: \$200

Tuition: \$4,000

Total Fees: \$5,000

Entry Requirements:

There are no AQF Pre Requisites for this qualification. The applicant will be required to successfully complete a Language Literacy and Numeracy (LLN) assessment and a Pre-Training Review. Students are required to have a minimum Year 10 English score or for international students a minimum 5.5 International English Language Testing System (IELTS) score.

For current policy, procedures, fees and funding eligibility relating to this course please visit our website www.agb.edu.au

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Packaging Rules:

To achieve this qualification, the candidate must demonstrate a competency in 12 units of competency (5 core units and 7 elective units)

Course Program

Marketing and Communication

Core	BSBMKG417	Apply marketing communication across a convergent industry
Core	BSBMGT407	Apply digital solutions to work processes
Core	BSBMKG418	Develop and apply knowledge of marketing communication industry
Core	BSBCRT401	Articulate, present and debate ideas

Market Research

Elective	BSBMKG401	Profile the market
Elective	BSBMKG419	Analyse consumer behaviour
Elective	BSBMKG408	Conduct market research
Elective	BSBMKG411	Analyse direct marketing databases

Marketing Activities

Core	BSBCMM401	Make a presentation
Elective	BSBMKG413	Promote products and services
Elective	BSBMKG414	Undertake marketing activities
Elective	BSBMKG410	Test direct marketing activities

Digital Media

Extra	BSBMKG420	Create digital media user experiences
Extra	BSBMKG421	Optimise digital media impact

RPL and Credit Transfer:

For information about Recognition of Prior Learning (RPL) and/or Credit Transfers please contact AGB Training or visit our website. <https://www.agb.edu.au/international-students/enrol>

Modes of Delivery/Training Locations

31 Barwon Terrace, South Geelong, Vic 3220

Extra - These units are above the minimum requirements for this course. They have been selected in consultation with industry to meet needs for industry.

Disclaimer: AGB Training has endeavoured to ensure that the information contained in this publication is correct at the time of printing.

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