

BSB41307: Certificate IV in Marketing

Qualification Rules:

Total number of units = 10

4 core units plus

6 elective units

At least **3** of the **elective units** must be selected from the elective units listed below.

The other **3 elective units** may be selected from the remaining elective units listed below, the BSB07 Business Services Training Package or any other currently endorsed national Training Package. If not listed below, 1 unit may be selected from either a Certificate III or Diploma qualification.

Elective units must be relevant to the work outcome, local industry requirements and the qualification.

Units selected from other Training Packages must not duplicate units selected from or available within the BSB07 Business Services Training Package.

Core Units

Interpersonal Communication

BSBCMM401A Make a presentation

Marketing

BSBMKG401B Profile the market

BSBMKG402B Analyse consumer behaviour for specific markets

BSBMKG408B Conduct market research

Elective Units

Advertising

BSBADV405A Perform media calculations

Customer Service

BSBCUS402A Address customer needs

BSBCUS403A Implement customer service standards

E-Business

BSBEBU401A Review and maintain a website

Financial Management

BSBFIM501A Manage budgets and financial plans

International Business

BSBINT401B Research international business opportunities

IT Analysis and Design

BSBITA401A Design databases

IT Use

BSBITU301A Create and use databases

Marketing

BSBMKG409A Design direct response offers

BSBMKG410A Test direct marketing activities

BSBMKG411A Analyse direct marketing databases

BSBMKG412A Conduct electronic marketing communications

BSBMKG413A Promote products and services

BSBMKG414A Undertake marketing activities

BSBMKG415A Research international markets

BSBMKG416A Market goods and services internationally

Occupational Health and Safety

BSBOHS407A Monitor a safe workplace

Product Skills and Advice

BSBPRO401A Develop product knowledge

Public Relations

BSBPUB401A Develop and apply knowledge of public relations industry

BSBPUB402A Develop public relations campaigns

BSBPUB403A Develop public relations documents

Relationship Management

BSBREL401A Establish networks

BSBREL402A Build client relationships and business networks

Research

BSBRES401A Analyse and present research information

Risk Management

BSBRSK401A Identify risk and apply risk management processes

Sales

BSBSLS402A Identify sales prospects

BSBSLS403A Present a sales solution

BSBSLS404A Secure prospect commitment

BSBSLS405A Support post-sale activities

BSBSLS406A Self-manage sales performance

Workplace Effectiveness

BSBWOR401A Establish effective workplace relationships

Writing

BSBWRT401A Write complex documents