



# Certificate IV in Marketing and Communication

National ID: BSB40820 | State ID: BFS9

Are you ready to shape the future of marketing and communication and ignite your career?

You can build and develop the fundamental skills of marketing and communication to kick-start or advance your career.

Delivered by industry experts, this qualification is designed for individuals passionate about acquiring practical skills to apply marketing and communication in diverse business contexts.

From **market research** and **campaign planning** to **digital and social media marketing, consumer behaviour analysis, public relations** and delivering impactful presentations, you'll gain valuable and sought-after skills highly valued by employers.

Upon completion of this qualification, you'll have the option to further refine your expertise by pursuing the [BSB50620 Diploma in Marketing and Communication](#).

Our newly curated curriculum will take your skills to the next level, solidifying your position as a marketing and communications expert.

## Gain these skills

- **Market research:** immerse yourself in conducting and analysing research to develop marketing strategies and tactics for various campaigns and projects.
- **Digital and Social Media Marketing:** Leverage relevant tools to create visually and engaging content that resonates with the audience across digital and social media platforms.
- **Marketing presentations:** Refine your presentation skills to deliver impactful marketing presentations. From pitching and debating your creative ideas, you'll develop the skills to influence and engage your audience.
- **Public Relations and Complex Documents:** Learn how to craft and develop engaging content for a diverse audience, producing effective public relations materials and complex documents.
- **Analyse consumer behaviour:** Gain the knowledge and skills to interpret consumer behaviour through trend analysis, enabling you to develop and implement effective marketing solutions.

Your qualification prepares you for roles such as:

Marketing Specialist

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## Course Overview



Location	Duration	Competitive	Selection criteria
Perth	One semester	No	No selection criteria