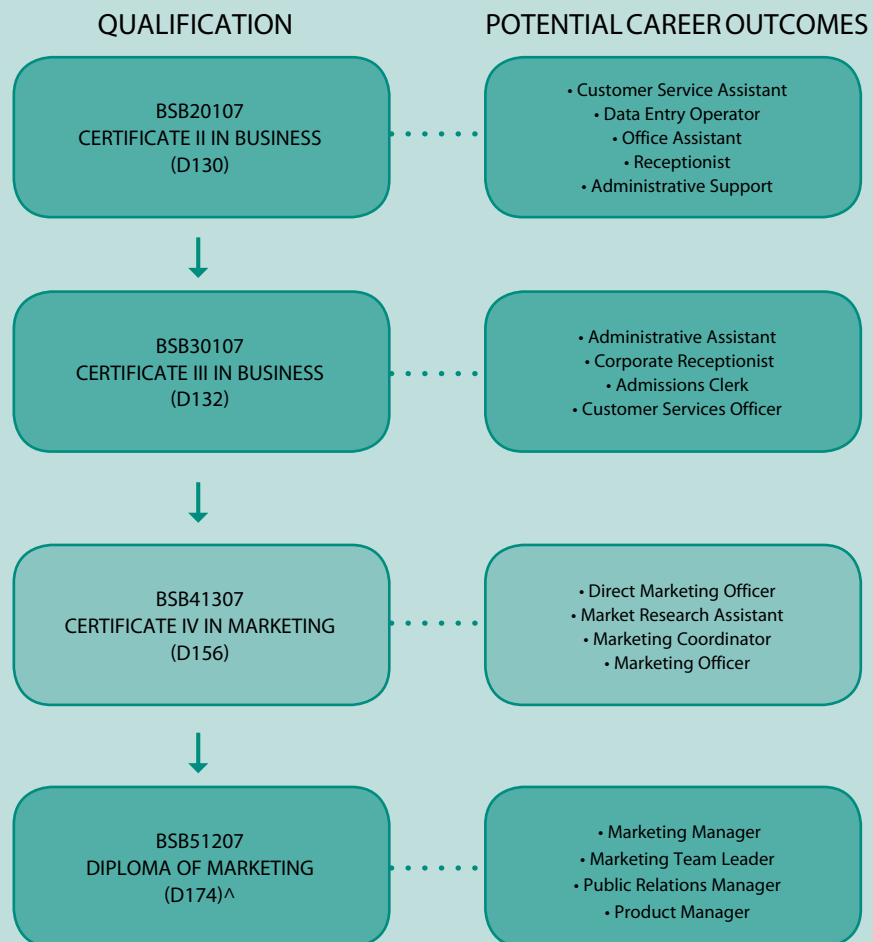


# BUSINESS AND MANAGEMENT

## BSB41307 Certificate IV in Marketing

(D156)

### Marketing Career Pathways



<sup>^</sup>COURSE OFFERED THROUGH TAFE/UNIVERSITY NETWORK

### Qualification Summary

This qualification will provide you with the practical skills and knowledge to use marketing skills in a wide variety of marketing contexts. You will learn how to conduct market research, analyse consumer behaviour for specific markets, profile the market, develop a marketing presentation and market goods and services. You will also learn about monitoring the market mix (product, price, place and promotion).



Training Accreditation Council  
WESTERN AUSTRALIA



Vocational Training  
& Education Centre

Curtin  
University of Technology

## Minimum Entrance Requirements

Competency benchmarks are represented by the following:

● Basic Skills      ●● DevelopedSkills      ●● WellDevelopedSkills      ●●●● HighlyDevelopedSkills

	●	●●	●●●	●●●●
Communication Skills (Reading, Writing, Speaking and Listening in English)		✓		
Mathematic Skills				

A consultation with a lecturer may be required prior to enrolment.

## Duration

1 Semester (440hrs)

## Fees and Charges

Fees are levied for tuition, resources (course materials) and administration (discretionary fee). The tuition cost applies to all vocational award courses, including traineeships and apprenticeships, and vary from course to course depending on the allocated nominal curriculum hours. The resource fee covers the cost of the materials/consumables used in each unit per semester. This does not include textbooks and students may need to purchase additional materials. The resource fee can vary from course to course. The discretionary fee is charged by Curtin VTEC to cover administration and internet services. Fees and charges for this course can be obtained from Client Services.

## Recognition of Prior Learning

This is a process whereby you can have your existing skills formally acknowledged, irrespective of how or where they were acquired. RPL acknowledges that many people acquire skills not only through formal education and training but also through work, life experience or informal training. These experiences may include paid or unpaid work, a home business, hobbies, community work, etc. A successful RPL application means that you will not have to attend formal classes and may allow you to progress through your course in a reduced time.

## National Recognition

Curtin VTEC will recognise all qualifications and statements of attainment issued by other Registered Training Organisations.

INFORMATION AND ENROLMENTS:  
PLEASE CONTACT YOUR LOCAL VOCATIONAL TRAINING and EDUCATION CENTRE CAMPUS AT:

KALGOORLIE CAMPUS  
Phone: 08 9088 6700 Fax: 08 9088 6885  
Email: [clientserv@kalg.curtin.edu.au](mailto:clientserv@kalg.curtin.edu.au)  
Address: 34 Cheetham Street, Kalgoorlie WA 6430

ESPERANCE CAMPUS  
Phone: 08 9071 9570 Fax: 08 9071 9571  
Email: [espclientserv@curtin.edu.au](mailto:espclientserv@curtin.edu.au)  
Address: Pink Lake Road, Esperance WA 6450