



MARKETING

BSB40820

Certificate IV in Marketing and Communication



This Course Outline applies to Young Rabbit Pty Ltd (ABN: 28 003 381 182 RTO number: 90396) trading as Australian Pacific College CRICOS Provider: 01331F

Welcome to Australian Pacific College and to your Marketing, Communications and Social Media courses. We hope you enjoy your time at Australian Pacific College and that you find your course a useful program for your professional development in the field of Marketing, Communications and Social Media. In this booklet you will find information about our marketing courses - Certificate IV in Marketing and Communication, Diploma of Marketing and Communication, Advanced Diploma of Marketing and Communication and the Diploma of Social Media Marketing.

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Aims

This course aims to provide students with the skills and knowledge to work within a marketing and communication context. In addition, it aims to provide students with critical thinking and analysis skills needed to function in a lower level coordinating role within a marketing department.

Job Roles

This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They 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 a more senior marketing practitioner.

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Direct marketing officer
- Market research assistant
- Marketing coordinator
- Marketing officer
- Public relations officer

Duration

The course consists of four terms each of 9 weeks in length.

It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with a Certificate IV in Marketing and Communication.

Entry requirements

ACADEMIC -

Successful completion of Australian Year 10 or equivalent.

For more information please visit our website apc.edu.au.

ENGLISH LANGUAGE PROFICIENCY -

- General English – Intermediate Level; or
- Equivalent English Proficiency Skills test result as per the attached comparison [table](#).

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course structure

The course is delivered in twelve subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials

Subject code and name	Unit of Competency
A30044 Marketing Activities	BSBMKG433 Undertake marketing activities
A30045 Consumer behaviour	BSBMKG435 Analyse consumer behaviour
A30046 Complex documents	BSBWRT411 Write complex documents
A30047 Marketing Communication 1	BSBMKG440 Apply marketing communication across a convergent industry
A30048 Marketing Communication 2	BSBMKG439 Develop and apply knowledge of marketing communication industry
A30049 Presentation Skills	BSBCMM411 Make presentations
A30050 Marketing Ideas	BSBCRT412 Articulate, present and debate ideas
A30051 Fundamentals of Public Relations	BSBMKG441 Develop public relations documents
A30052 Products and Services	BSBMKG434 Promote products and services
A30053 Digital Media	BSBMKG437 Create and optimise digital media

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your trainer will give you more comprehensive information about each assessment task. You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

Unit Overview

BSBMKG433 - Undertake marketing activities - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare to undertake marketing activity	1.1 Identify task requirements according to organisation's marketing plan and relevant policies and procedures 1.2 Review marketing activities according to industry trends and competitive activity 1.3 Develop and document action plan for marketing activities according to task requirements 1.4 Seek approval of action plans from relevant personnel
2. Co-ordinate marketing activities	2.1 Identify and access resources required for marketing activities according to action plan 2.2 Contribute to assigning responsibilities and functions to relevant marketing personnel 2.3 Assist required personnel in managing marketing activities 2.4 Monitor implementation of marketing activities according to activity plan, as required
3. Review marketing activities	3.1 Measure and record outcomes of marketing activities against marketing plan 3.2 Review results of activities against expected marketing plan outcomes 3.3 Prepare report of marketing activities and share with relevant personnel

BSBMKG435 - Analyse consumer behaviour - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Evaluate drivers of consumer behaviour	1.1 Source information on market for a product or service according to marketing plan 1.2 Identify consumer attributes for market from market profile and existing customer data 1.3 Identify and compare features of product or service according to marketing plan 1.4 Investigate consumer need for the product or service through analysis of trends and past performance, where possible
2. Evaluate reasons for existing levels of consumer interest	2.1 Analyse consumer responses to previous marketing communications 2.2 Review relevant data and determine consumer digital footprints, engagement journeys and expectations 2.3 Assess organisational capability and respond to consumer demand for products or services
3. Recommend marketing focus	3.1 Outline how influences on consumer behaviour will be used to target effective marketing strategies and present a rationale for marketing focus 3.2 Clarify the role of the consumer in the digital marketing environment and model engagement conversations and interventions 3.3 Confirm focus of appeal meets legal and ethical obligations and budgetary requirements of marketing plan

BSBWRT411 - Write complex documents - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Plan complex document	1.1 Determine audience, purpose and requirements of document according to organisation policies and procedures 1.2 Determine required format, style and structure for document 1.3 Establish method of communication 1.4 Develop content overview of document 1.5 Determine categories and logical sequence of information according to proposed structure, content and document requirements
2. Draft complex document	2.1 Confirm information is cohesive and satisfies document purpose and requirements 2.2 Develop draft document to communicate data, information and knowledge according to organisational policies and procedures 2.3 Identify gaps in required data, information and knowledge, and collect additional material from relevant sources, if required 2.4 Draft text according to document purposes and requirements
3. Finalise complex document	3.1 Review draft text and confirm document purpose and requirements are met 3.2 Check grammar, spelling and style for accuracy and punctuation 3.3 Confirm draft text is approved by relevant organisation personnel 3.4 Review and incorporate any amendments in final copy 3.5 Apply basic design elements for document appropriate to audience and purpose 3.6 Check document and confirm all requirements are met

BSBMKG440 - Apply marketing communication across a convergent industry - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish convergent environment	1.1 Establish task requirements and objectives for implementing marketing communications 1.2 Identify roles and responsibilities within convergent industry 1.3 Identify role of the customer in the convergent environment 1.4 Identify legislation, regulations and policies applicable to convergent industry
2. Prepare convergent tools and techniques	2.1 Identify existing convergent tools and techniques in the marketing communication environment and assess their applicability 2.2 Develop convergent tools and techniques, where required, for use within a marketing communication industry and for a customer-centric environment 2.3 Confirm suitability and cost-effectiveness of the convergent tools and techniques
3. Implement marketing communications	3.1 Select and use most suitable convergent tools and techniques according to task requirements 3.2 Implement convergent tools and techniques for marketing communication 3.3 Establish channels to respond to customer perspectives

ELEMENT	PERFORMANCE CRITERIA
	3.4 Establish and maintain expert and business networks related to marketing communication convergence

BSBMKG439 - Develop and apply knowledge of communications industry - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Research and analyse communications information	1.1 Identify and access sources of information on the communications industry 1.2 Research identified sources of information and document outcomes 1.3 Analyse the communications industry sectors, associations, networks and societal role and key stakeholders 1.4 Analyse technological developments, trends and issues of the for communication industry
2. Develop communications deliverables	2.1 Identify resources and task requirements for developing deliverables, with relevant personnel 2.2 Use research to prepare deliverable according to organisational policies and procedures 2.3 Organise information included in the communications 2.4 Establish criteria for assessing deliverable 2.5 Share deliverable to relevant personnel
3. Finalise communications deliverables	3.1 Seek feedback on deliverable from relevant personnel 3.2 Incorporate feedback to deliverable 3.3 Implement procedures for ongoing monitoring of the communications industry 3.4 Update information in the deliverable, as required

BSBCMM411 - Make presentations - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare presentation	1.1 Plan presentation approach and intended outcomes 1.2 Identify target audience, location and resources requirements 1.3 Select presentation strategies, format and delivery methods according to presentation requirements 1.4 Select techniques to evaluate presentation effectiveness
2. Deliver presentation	2.1 Summarise key concepts and ideas and present to target audience 2.2 Provide opportunity for audience to seek clarification on presentation information 2.3 Confirm target audience understand key concepts and ideas, and that identified presentation objectives have been achieved
3. Review presentation	3.1 Evaluate effectiveness of the presentation 3.2 Seek and discuss feedback and any reactions to the presentation from participants and relevant stakeholders Make changes to presentation based on feedback received

BSBCRT412 - Articulate, present and debate ideas - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish framework for communication	1.1 Assess purpose of, and audience for communication according to task requirements 1.2 Evaluate advantages and disadvantages of various methods of communication according to task requirements 1.3 Research organisational or legislative frameworks applicable to communication
2. Develop ideas for communication	2.1 Assess persuasive communication techniques against objectives of communication 2.2 Identify specific ways to provoke and encourage response in individuals or groups in consultation with others 2.3 Consider potential communication challenges and strategies for mitigation 2.4 Research and document selected key ideas for presentation according to objectives of communication
3. Debate and discuss ideas	3.1 Present substantiated communication to audience 3.2 Facilitate conversations that challenge existing, and explore new, approaches to idea generation 3.3 Respond to questions about communication with relevant information 3.4 Use feedback to refine communication

BSBMKG441 - Develop public relations documents - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare to develop public relations documents	1.1 Identify task objectives and relevant legal and ethical frameworks 1.2 Research previous organisational public relations documents, distribution channel information and evaluation data 1.3 Confirm document objectives, message and process with relevant personnel 1.4 Identify resources, timelines and costs in consultation with relevant personnel
2. Establish final public relations documents	2.1 Draft documents according to task and organisational requirements 2.2 Seek feedback from relevant personnel on public relations documents 2.3 Agree upon modifications and incorporate into final draft
3. Review finalised documents	3.1 Distribute documents according to timelines, task and organisational requirements 3.2 Monitor and collate feedback on the effectiveness of distributed documents 3.3 Evaluate feedback results against task objectives 3.4 Record and file evaluation results and recommendations for future improvements according to organisational policy and procedure

BSBMKG434 - Promote products and services - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish promotional activities	1.1 Identify need for promotion of product or service according to organisational and market requirements 1.2 Identify overall promotional objectives in consultation with relevant stakeholders 1.3 Analyse and select promotional activity options for meeting promotional objectives 1.4 Determine contingency strategies for selected activity options
2. Coordinate promotional activities	2.1 Allocate roles and responsibilities for delivery of promotional services and communicate to relevant personnel 2.2 Monitor progress of promotional activities according to action plan 2.3 Identify and address potential issues during implementation within scope of own responsibility 2.4 Apply determined contingency strategies, if required
3. Review promotional activities	3.1 Analyse effectiveness of planning processes using feedback and data 3.2 Identify possible improvements in future activities 3.3 Collect feedback and provide to others involved in promotional activity 3.4 Analyse costs and timelines for benefits accruing from the promotional activities 3.5 Prepare conclusions and recommendations relating to effectiveness of promotional activities

BSBMKG437 - Create and optimise digital media - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare to promote digital media	1.1 Identify measurable impact objectives for digital media 1.2 Analyse existing online and offline channel data for insights and gaps in engagement and expectations 1.3 Identify tools and technologies accessed by customers 1.4 Establish audience engagement characteristics, expectations and responses
2. Support optimisation of digital media	2.1 Use technology to create a deliverable according to task and organisational requirements 2.2 Develop strategies for rapid real-time response, and changes 2.3 Model channel interaction options 2.4 Test interaction with target groups 2.5 Adapt deliverable according to test outcomes and verify with relevant personnel
3. Evaluate digital media use	3.1 Collate digital data on customer engagement, conversations and conversions 3.2 Moderate data to identify exceptions from agreed performance 3.3 Document issues and recommendations to improve further digital media optimisation

BSBOPS306 - Record stakeholder interactions - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare to record stakeholder interaction	1.1 Collect information from stakeholder interaction 1.2 Review purpose of stakeholder interaction 1.3 Review information collected from stakeholder interaction. 1.4 Identify organisational policies and procedures and determine information to be included in record
2. Create record of stakeholder interaction	2.1 Enter details of stakeholder interaction in required CMS fields according to organisational policies, procedures and protocols 2.2 Check that collected information has been attributed to appropriate stakeholder in CMS
3. Finalise and review recording process	3.1 Confirm that records represent stakeholder views, are free of bias and opinion, and comply with organisational requirements 3.2 Check completeness and discoverability of record 3.3 Complete required processes for finalising and saving created record in CMS according to organisational policies and procedures

BSBCRT413 - Collaborate in creative processes - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Enter into a collaborative creative process	1.1 Identify individual and group responsibilities according to task requirements 1.2 Identify legislative and organisational frameworks applicable to task 1.3 Identify expectations of collaborative process and task outcome with team 1.4 Confirm channels to communicate with team
2. Engage in a collaborative creative process	2.1 Develop action plan for collaboration 2.2 Establish solutions according to task requirements in collaboration with team 2.3 Provide constructive feedback on the ideas of others 2.4 Support team members to meet task requirements
3. Reflect on own role in the collaborative creative process	3.1 Reflect on personal level of participation, relationships with others and personal behaviour in the collaborative process 3.2 Seek feedback from others on personal contribution and participation 3.3 Identify methods and opportunities to improve collaborative skills

Employability Skills

- **Reading:** Students learn to interpret, analyse and collate marketing and communication-related textual information from a wide variety of marketing-related sources. This skill enhances their ability to understand and process complex information, making them valuable assets in the workplace.
- **Writing:** The course develops students' ability to create formal and informal marketing and communication documents for diverse audiences. They learn to use clear, specific language and adhere to organisational requirements, enhancing their written communication skills for the workplace.
- **Effective Oral Communication:** Students actively participate in verbal exchanges of marketing ideas, learning to present information clearly and elicit views and opinions of others. They adapt their language and non-verbal features to suit the audience and context, improving their interpersonal communication skills.
- **Numeracy:** The course equips students with the mathematical skills needed to interpret, analyse and compare numeric information relevant to marketing tasks, including costs, timelines and data trends. This skill is crucial for making informed business decisions.
- **Self-management:** Students learn to adhere to legislative requirements and organisational policies and procedures in full-time marketing roles. They evaluate the effectiveness of their decisions and take responsibility for planning, sequencing and prioritising tasks, enhancing their self-management skills.
- **Teamwork:** The course fosters collaboration skills, teaching students to work effectively with stakeholders from various disciplines. They learn to use appropriate conventions and protocols to project a professional image and build positive working relationships.
- **Planning and organising:** Students learn to plan and schedule complex marketing activities, monitor implementation and manage relevant communication. They develop plans with an awareness of how they contribute to the organisation's long-term operational and strategic marketing goals.
- **Technology:** The course teaches students to utilise a range of digital tools to access, extract, organise, integrate and share marketing data. They learn to operate common digital systems and tools effectively, enhancing their digital literacy skills.
- **Problem-solving:** Students learn to address less predictable problems in marketing contexts, applying problem-solving processes to find solutions that meet organisational requirements. This skill is essential for navigating challenges in the workplace.
- **Initiative and enterprise:** The course encourages students to identify opportunities to develop and apply new marketing ideas, responding to and using diverse perspectives to enrich the marketing process. This skill fosters creativity and innovation.
- **Learning:** Students reflect on marketing processes and outcomes, identifying key principles for future situations. They evaluate information from external sources to assist in clarifying and extending marketing knowledge, fostering a lifelong learning mindset.