

Marketing

TAFE course enrolment number	17855	Is this course available for school-based trainees?	No
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VET credential available	Statement of Attainment towards or Certificate IV in Marketing (BSB41307)
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BOS course name	Pattern of study	BOS course number	Schools Online entry advice
Marketing (120 hours)	2 units x 1 year	41351	Enter this course number for either Preliminary (Year 11) or HSC (Year 12)
Marketing (180 hours)	3 units x 1 year	51349	Enter this course number for either Preliminary (Year 11) or HSC (Year 12)
Marketing (300 hours)	2 units x 1 year	41351	Enter this course number for either Preliminary (Year 11) or HSC (Year 12) depending on pattern of study
	and		
	3 units x 1 year	51349	Enter this course number for either Preliminary (Year 11) or HSC (Year 12) depending on pattern of study

Exclusions	Nil
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Access by students in Years 9 and 10 (Stage 5)	In certain circumstances students in Years 9 and 10 (Stage 5) may access this Stage 6 VET course. Further information is available on the Board of Studies website at www.boardofstudies.nsw.edu.au/voc_ed/stage-5.html
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HSC unit credit and course requirements

HSC unit credit for VET courses can be accredited to the Preliminary and/or HSC pattern of study.

Marketing (120 indicative hours)

- accredited for a total of 2 units at the Preliminary and/or HSC level
- attempt units of competency to a minimum of 120 HSC indicative hours.

Marketing (180 indicative hours)

- accredited for a total of 3 units at the Preliminary and/or HSC level
- attempt units of competency to a minimum of 180 HSC indicative hours.

Marketing (300 indicative hours)

- accredited for a total of 5 units at the Preliminary and/or HSC level
- attempt units of competency to a minimum of 300 HSC indicative hours (to meet qualification packaging rules).

For a course to count towards the HSC program of study students must satisfy the course completion criteria as required by the Board of Studies. Refer to Section 8.4 of the *Assessment, Certification and Examination (ACE) Manual*.

The pattern of study entered should reflect the delivery of the course over successive years. Students will be credentialled for the HSC unit credit entered each calendar year provided they have satisfactorily completed the course requirements for that calendar year as determined by the school/RTO.

TAFE delivered HSC VET Content Endorsed Course Description (2012)

AQF VET credential

To attain Certificate IV in Marketing (BSB41307) students must achieve 10 units of competency including:

- a) 4 core units of competency
- b) 6 elective units of competency (including a minimum of 3 listed electives).

Course content

Unit code	Unit title	Status for AQF VET qualification	Prerequisites	Indicative hours for HSC credit
Group 1 (for Certificate IV, all units of competency must be completed)				
BSBCMM401A	Make a presentation	core	nil	20
BSBMKG401B	Profile the market	core	nil	40
BSBMKG402B	Analyse consumer behaviour for specific markets	core	nil	40
BSBMKG408B	Conduct market research	core	nil	30
Group 2 (for Certificate IV, a minimum of 6 units of competency must be completed)				
<i>Subgroup 1 – for Certificate IV, at least 3 units of competency must be completed</i>				
BSBADV405A	Perform media calculations	listed elective	nil	30
BSBCUS402A	Address customer needs	listed elective	nil	25
BSBCUS403A	Implement customer service standards	listed elective	nil	20
BSBEBU401A	Review and maintain a website	listed elective	nil	30
BSBFIM501A	Manage budgets and financial plans	listed elective	nil	40
BSBINT401B	Research international business opportunities	listed elective	nil	20
BSBITA401A	Design databases	listed elective	nil	35
BSBITU301A	Create and use databases	listed elective	nil	20
BSBMKG409A	Design direct response offers	listed elective	nil	25
BSBMKG410A	Test direct marketing activities	listed elective	nil	20
BSBMKG411A	Analyse direct marketing databases	listed elective	nil	20
BSBMKG412A	Conduct electronic marketing communications	listed elective	nil	30
BSBMKG413A	Promote products and services	listed elective	nil	30
BSBMKG414B	Undertake marketing activities	listed elective	nil	25
BSBMKG415A	Research international markets	listed elective	nil	30
BSBMKG416A	Market goods and services internationally	listed elective	nil	30
BSBOHS407A	Monitor a safe workplace	listed elective	nil	30

TAFE delivered HSC VET Content Endorsed Course Description (2012)

Unit code	Unit title	Status for AQF VET qualification	Prerequisites	Indicative hours for HSC credit
BSBPRO401A	Develop product knowledge	listed elective	nil	20
BSBPUB401A	Develop and apply knowledge of public relations industry	listed elective	nil	25
BSBPUB402A	Develop public relations campaigns	listed elective	nil	30
BSBPUB403A	Develop public relations documents	listed elective	nil	25
BSBREL401A	Establish networks	listed elective	nil	20
BSBREL402A	Build client relationships and business networks	listed elective	nil	20
BSBRES401A	Analyse and present research information	listed elective	nil	30
BSBRISK401A	Identify risk and apply risk management processes	listed elective	nil	25
BSBSLS407A	Identify and plan sales prospects	listed elective	nil	30
BSBSLS408A	Present, secure and support sales solutions	listed elective	nil	35
BSBSUS301A	Implement and monitor environmentally sustainable work practices	listed elective	nil	30
BSBWOR401A	Establish effective workplace relationships	listed elective	nil	20
BSBWRT401A	Write complex documents	listed elective	nil	25
<i>Subgroup 2 – for Certificate IV, a maximum of 3 units of competency may be completed</i>				
BSBADV402B	Conduct pre-campaign testing	elective	nil	30
BSBADV403B	Monitor advertising production	elective	nil	35
BSBADV404B	Schedule advertisements	elective	nil	20
BSBADV406A	Buy and monitor media	elective	nil	30
BSBADV407A	Apply media analysis and processing tools	elective	nil	25
<i>Subgroup 3 – for Certificate IV, a maximum of 1 unit of competency may be completed</i>				
BSBITU309A	Produce desktop published documents	elective	nil	25
BSBWRT501A	Write persuasive copy	elective	nil	25

For further information

Refer to the following websites:

www.det.nsw.edu.au/vetinschools/vet/tvet/index.html

www.tafensw.edu.au → Find a course (Advanced search options) → TVET for schools