

## Marketing

|                                     |       |  |    |
|-------------------------------------|-------|--|----|
| <b>TAFE course enrolment number</b> | 17855 | <b>Is this course available for school-based trainees?</b> | No |
|-------------------------------------|-------|--|----|

|                                 |  |
|---------------------------------|--|
| <b>VET credential available</b> | Certificate IV in Marketing (BSB41307) |
|---------------------------------|--|

| <b>BOS course name</b>   | <b>Pattern of study</b> | <b>BOS course number</b> | <b>Schools Online entry advice</b>   |
|--------------------------|-------------------------|--------------------------|--|
| Marketing<br>(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 |
|                          | <b>and</b>              |                          |  |
|                          | 3 units x 1 year        | 51349                    | Enter this course number for either Preliminary (Year 11) or HSC (Year 12) depending on pattern of study |

|                   |      |
|-------------------|------|
| <b>Exclusions</b> | None |
|-------------------|------|

|   |   |
|---|---|
| <b>Access including access by students in Stage 5</b> | In certain circumstances students in Stage 5 may access a Stage 6 VET course while also completing the requirements for the award of the School Certificate. Further information is available on the Board of Studies website at <a href="http://www.boardofstudies.nsw.edu.au/voc_ed/stage-5.html">www.boardofstudies.nsw.edu.au/voc_ed/stage-5.html</a> |
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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 (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.

### AQF VET credential

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

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

## TAFE delivered HSC VET Content Endorsed Course Description (2010)

### Course content

| Unit code   | Unit title   | Core (C) or elective (E) for AQF VET qualification | Prerequisites | Indicative hours for HSC credit |
|---|--|--|---------------|---------------------------------|
| <b>Group 1</b> (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                              |
| <b>Group 2</b> (a minimum of 6 units of competency must be completed) |  |  |               |                                 |
| <i>Subgroup 1 – 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                              |
| BSBMKG414A  | 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                              |
| 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                              |

## TAFE delivered HSC VET Content Endorsed Course Description (2010)

| Unit code   | Unit title  | Core (C) or elective (E) for AQF VET qualification | Prerequisites | Indicative hours for HSC credit |
|---|---|--|---------------|---------------------------------|
| 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                              |
| BSBRSK401A  | Identify risk and apply risk management processes | listed elective                                    | nil           | 25                              |
| BSBSLS402A  | Identify sales prospects                          | listed elective                                    | nil           | 20                              |
| BSBSLS403A  | Present a sales solution                          | listed elective                                    | nil           | 20                              |
| BSBSLS404A  | Secure prospect commitment                        | listed elective                                    | nil           | 15                              |
| BSBSLS405A  | Support post sale activities                      | listed elective                                    | nil           | 15                              |
| BSBSLS406A  | Self manage sales performance                     | listed elective                                    | nil           | 20                              |
| BSBWOR401A  | Establish effective workplace relationships       | listed elective                                    | nil           | 20                              |
| BSBWRT401A  | Write complex documents                           | listed elective                                    | nil           | 25                              |
| <i>Subgroup 2 – 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 – 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](http://www.det.nsw.edu.au/vetinschools/vet/tvet/index.html)

[www.tafensw.edu.au](http://www.tafensw.edu.au) → Find a course → TVET for schools