

## Marketing

**AQF VET qualification:** Certificate IV in Marketing (BSB41307)

**Training Package:** Business Services (BSB07) version 6

BOS course name	Pattern of study	BOS course number	Schools Online (Administration) 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 delivery
	<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 delivery

**Eligibility:** Nil

**Exclusions:** Nil

### HSC course requirements

#### Marketing (120 indicative hours)

- the possible qualification outcome is a Statement of Attainment towards Certificate IV in Marketing (BSB41307)
- 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)

- the possible qualification outcome is a Statement of Attainment towards Certificate IV in Marketing (BSB41307)
- 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)

- the possible qualification outcome is a Certificate IV in Marketing (BSB41307)
- accredited for a total of 5 units at the Preliminary and/or HSC level
- attempt all core units of competency and elective units of competency to a minimum of 170 HSC indicative hours and to meet qualification packaging rules.

The requirements for the completion of an HSC VET course are different to the requirements for AQF VET qualification completion. Registered Training Organisations (RTOs) need to ensure that delivery of courses meets HSC course requirements and complies with Training Package 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 the [Assessment Certification Examination \(ACE\) website](#).)

There must be sufficient evidence that the student has:

- followed the course developed by the Board
- applied themselves with diligence and sustained effort to the set tasks and experiences provided in the course
- achieved some or all of the course outcomes
- (where applicable) undertaken the mandatory work placement.

### **Unit credit for the Higher School Certificate**

Marketing HSC VET courses count as Board Endorsed unit credit for the HSC but do not contribute towards an Australian Tertiary Admission Rank (ATAR).

To facilitate flexibility of VET in the HSC, courses may be delivered as Preliminary, as HSC or as a combination of Preliminary and HSC units.

The HSC credit units will be allocated to students' Preliminary and/or HSC patterns of study as required.

The pattern of study (BOS course number) entered on *Schools Online (Administration)* should reflect the delivery of the HSC VET course over successive years. For example, delivery of a 240 HSC indicative hour course over two years should be entered as 2 units x 2 years. Students will be credentialled for the HSC credit units entered each calendar year, provided they have satisfactorily completed the course requirements for that calendar year as determined by the school, college or RTO.

## Course content

### CORE

Unit code and title	Status for AQF VET qualification	HSC indicative hours of credit
<a href="#">BSBCMM401A</a> <a href="#">Make a presentation</a>	core	20
<a href="#">BSBMKG401B</a> <a href="#">Profile the market</a>	core	40
<a href="#">BSBMKG402B</a> <a href="#">Analyse consumer behaviour for specific markets</a>	core	40
<a href="#">BSBMKG408B</a> <a href="#">Conduct market research</a>	core	30

**Total HSC indicative hours for core units of competency: 130**

### ELECTIVE

Unit code and title	Status for AQF VET qualification	HSC indicative hours of credit
<b>Advertising</b>		
<a href="#">BSBADV405A</a> <a href="#">Perform media calculations</a>	elective – listed	30
<a href="#">BSBADV402B</a> <a href="#">Conduct pre-campaign testing</a>	elective	30
<a href="#">BSBADV403B</a> <a href="#">Monitor advertising production</a>	elective	35
<a href="#">BSBADV404B</a> <a href="#">Schedule advertisements</a>	elective	20
<a href="#">BSBADV406A</a> <a href="#">Buy and monitor media</a>	elective	30
<a href="#">BSBADV407A</a> <a href="#">Apply media analysis and processing tools</a>	elective	25
<b>Customer service</b>		
<a href="#">BSBCUS402B</a> <a href="#">Address customer needs</a>	elective – listed	25
<a href="#">BSBCUS403B</a> <a href="#">Implement customer service standards</a>	elective – listed	20
<b>E-business</b>		
<a href="#">BSBEBU401A</a> <a href="#">Review and maintain a website</a>	elective – listed	30
<b>Financial management</b>		
<a href="#">BSBFIM501A</a> <a href="#">Manage budgets and financial plans</a>	elective – listed	40
<b>International business</b>		
<a href="#">BSBINT401B</a> <a href="#">Research international business opportunities</a>	elective – listed	20
<b>IT analysis and design</b>		
<a href="#">BSBITA401A</a> <a href="#">Design databases</a>	elective – listed	35

Unit code and title	Status for AQF VET qualification	HSC indicative hours of credit
<b>IT use</b>		
<a href="#">BSBITU301A</a> <a href="#">Create and use databases</a>	elective – listed	20
<a href="#">BSBITU309A</a> <a href="#">Produce desktop published documents</a>	elective (max 1 Cert III or Diploma)	25
<b>Marketing</b>		
<a href="#">BSBMKG409A</a> <a href="#">Design direct response offers</a>	elective – listed	25
<a href="#">BSBMKG410A</a> <a href="#">Test direct marketing activities</a>	elective – listed	20
<a href="#">BSBMKG411A</a> <a href="#">Analyse direct marketing databases</a>	elective – listed	20
<a href="#">BSBMKG412A</a> <a href="#">Conduct e-marketing communications</a>	elective – listed	30
<a href="#">BSBMKG413A</a> <a href="#">Promote products and services</a>	elective – listed	30
<a href="#">BSBMKG414B</a> <a href="#">Undertake marketing activities</a>	elective – listed	25
<a href="#">BSBMKG415A</a> <a href="#">Research international markets</a>	elective – listed	30
<a href="#">BSBMKG416A</a> <a href="#">Market goods and services internationally</a>	elective – listed	30
<b>Occupational health and safety</b>		
<a href="#">BSBOHS407A</a> <a href="#">Monitor a safe workplace</a>	elective – listed	30
<b>Product skills and advice</b>		
<a href="#">BSBPRO401A</a> <a href="#">Develop product knowledge</a>	elective – listed	20
<b>Public relations</b>		
<a href="#">BSBPUB401A</a> <a href="#">Develop and apply knowledge of public relations industry</a>	elective – listed	25
<a href="#">BSBPUB402A</a> <a href="#">Develop public relations campaigns</a>	elective – listed	30
<a href="#">BSBPUB403A</a> <a href="#">Develop public relations documents</a>	elective – listed	25
<b>Relationship management</b>		
<a href="#">BSBREL401A</a> <a href="#">Establish networks</a>	elective – listed	20
<a href="#">BSBREL402A</a> <a href="#">Build client relationships and business networks</a>	elective – listed	20
<b>Research</b>		
<a href="#">BSBRES401A</a> <a href="#">Analyse and present research information</a>	elective – listed	30
<b>Risk management</b>		
<a href="#">BSBRSK401A</a> <a href="#">Identify risk and apply risk management processes</a>	elective – listed	25

Unit code and title	Status for AQF VET qualification	HSC indicative hours of credit
<b>Sales</b>		
<a href="#">BSBSLS407A</a> <a href="#">Identify and plan sales prospects</a>	elective – listed	30
<a href="#">BSBSLS408A</a> <a href="#">Present, secure and support sales solutions</a>	elective – listed	35
<b>Sustainability</b>		
<a href="#">BSBSUS301A</a> <a href="#">Implement and monitor environmentally sustainable work practices</a>	elective – listed	30
<b>Workplace effectiveness</b>		
<a href="#">BSBWOR401A</a> <a href="#">Establish effective workplace relationships</a>	elective – listed	20
<b>Writing</b>		
<a href="#">BSBWRT401A</a> <a href="#">Write complex documents</a>	elective – listed	25
<a href="#">BSBWRT501A</a> <a href="#">Write persuasive copy</a>	elective (max 1 Cert III or Diploma)	25

## AQF VET qualification

Qualification packaging rules are contained in the [Business Services Training Package \(BSB07\)](#) at <http://training.gov.au>.

In summary, to attain a full 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:
  - minimum 3 elective units listed
  - maximum 3 other units from the BSB07 or from any accredited course or endorsed Training Package at this qualification level (max 1 unit from either a Cert III or Diploma qualification).

## Other information

### Criteria for the endorsement of Board Endorsed VET courses (VET BECs)

The criteria for endorsement of VET BECs are outlined in the *Guidelines for Stages 5 and 6 Board Endorsed VET Courses* available on the Board's website at [www.boardofstudies.nsw.edu.au/voc\\_ed/board-endorsed-courses.html](http://www.boardofstudies.nsw.edu.au/voc_ed/board-endorsed-courses.html).

### HSC VET course delivery

HSC VET courses can only be delivered by an RTO with the relevant qualification and units of competency on their scope of registration. Scope of registration can be checked at <http://training.gov.au>.

RTOs offering training programs for the delivery and assessment of Marketing HSC VET courses must meet the requirements of the VET Quality Framework, the *Business Services Training Package (BSB07)* and the HSC course.

Information about the delivery of HSC VET courses by RTOs other than school system RTOs or TAFE NSW institutes is contained on the Board's [Assessment Certification Examination \(ACE\) website](#).

Non-government schools outsourcing delivery of HSC VET courses to external providers also need to refer to the *Registered and Accredited Individual Non-government Schools (NSW) Manual* or *Registration Systems and Member Non-government Schools (NSW) Manual* which are available on the Board's website at [www.boardofstudies.nsw.edu.au/manuals/#regaccredsystemsmanuals](http://www.boardofstudies.nsw.edu.au/manuals/#regaccredsystemsmanuals).

### Allocation of HSC indicative hours of credit

Units of competency drawn from Training Packages are not defined in terms of duration. The amount of time required by individual students to achieve competency will vary according to their aptitude and experience. Where a training program is designed for delivery by an RTO, the RTO will specify the length of the training program according to the delivery strategies and/or curriculum resources chosen.

However, for the purposes of the HSC, VET courses must be described in terms of their indicative hours. For this reason, indicative hours for unit credit towards the HSC have been assigned to each unit of competency. It is emphasised that the assignment of indicative hours does not imply that all students will fulfil all requirements of a unit of competency within these hours. RTOs may determine that additional or fewer hours are required for the achievement of particular competencies. However, this does not alter the HSC indicative hours allocated, only the delivery hours.

Students may need to spend additional time practising skills in a work environment and completing projects and assignments, in order to fulfil Training Package assessment requirements.

### Exclusions

Where there is significant overlap between an HSC VET course and other HSC VET or general education courses, the Board has an exclusion between the courses. Exclusions are applied at a course level rather than at the unit of competency level.

Students can only undertake the Marketing (120 indicative hours) course or the Marketing (180 indicative hours) course or the Marketing (300 indicative hours) course.

Schools should check all course exclusions when determining an appropriate pattern of study for their students.

Course exclusions for Marketing are detailed on the first page of this course description.

## **Recognition of Prior Learning (RPL) and credit transfer within VET courses**

Students who have current knowledge, skills or experience relevant to a VET course may be granted credit towards the course requirements.

Arrangements for RPL and credit transfer within VET courses, including processes, application forms and examples of possible scenarios, are detailed on the Board's website at [www.boardofstudies.nsw.edu.au/voc\\_ed/rpl.html](http://www.boardofstudies.nsw.edu.au/voc_ed/rpl.html).

## **School-based apprentices and trainees**

Information regarding provision for school-based apprentices and trainees within the HSC is available on the Board's website at [www.boardofstudies.nsw.edu.au/voc\\_ed/apprenticeships-traineeships.html](http://www.boardofstudies.nsw.edu.au/voc_ed/apprenticeships-traineeships.html).

Information on requirements and arrangements for NSW school-based apprenticeships and traineeships is available at [www.training.nsw.gov.au/individuals/apprenticeships\\_traineeships/school\\_based/index.html](http://www.training.nsw.gov.au/individuals/apprenticeships_traineeships/school_based/index.html).

## **Students with special education needs**

Students with special education needs may access a VET course in one of two ways:

- by undertaking the course under regular course arrangements, or
- by undertaking selected units of competency within the course that have been identified through the collaborative curriculum planning process.

For more information, see the [VET Courses and Students with Special Education Needs](#) fact sheet on the Board's website.

## **Students in Years 9 and 10 (Stage 5)**

In certain circumstances students in Years 9 and 10 (Stage 5) may access Stage 6 VET courses. Further information is available on the Board's website at [www.boardofstudies.nsw.edu.au/voc\\_ed/stage-5.html](http://www.boardofstudies.nsw.edu.au/voc_ed/stage-5.html).