



Create

BSB40820 CERTIFICATE IV IN MARKETING & COMMUNICATION

CRICOS Course Code: 105207A

Course Duration: 52 weeks (including holidays)

Location: Melbourne City Campus

Get ready to dive headfirst into the dynamic world of marketing and communication, where creativity meets cutting-edge strategies! This course will empower you with a comprehensive understanding of marketing principles and equip you with the skills to rock the digital realm. Develop campaigns for established brands in Australia and unleash your creativity.

Delve into the art of captivating storytelling, explore the magic of AI in marketing, master the craft of branding, and conquer the realm of social media marketing strategies. Through a perfect blend of theory and hands-on practice, you'll be armed with the tools to create killer marketing campaigns and engage your target audience like a pro.

WHAT WE DO DIFFERENTLY

- Strong focus on **content creation and digital marketing**
- Integration of **AI tools (artificial intelligence)**
- Practical and **experiential learning**
- Integration of latest **Digital Marketing Tools**
- Fusion of **creativity and strategy**
- Apply your skills in **real-life projects**

OUTCOMES

- Master **digital marketing and social media platforms**
- Extensive knowledge of **digital content creation and social media marketing**
- Enhance your **data analysis and presentation skills**
- Unlock your **creativity skills**
- Create a network with **marketing professionals**

CAREER OPPORTUNITIES

- Marketing and Communications Officer
- Content creator
- Advertising Account Executive
- Digital Marketing Coordinator
- Junior Market Research

COURSE BREAKDOWN

**THE CREATIVE MINDSET**

Develop your unique voice and ignite your creativity in marketing and social media. Creativity is the key to setting yourself apart in the competitive landscape.

BSBMKG439

Develop and apply knowledge of communications industry

BSBCRT412

Articulate, present and debate ideas

**STORYTELLING**

Harness the magic of storytelling to ignite connection and engagement in marketing. Use multimedia to craft compelling narratives that resonate with your audience across different channels.

BSBTEC303

Create electronic presentations

BSBMKG435

Analyse consumer behaviour

BSBCMM411

Make presentations

**AI MARKETING**

AI (Artificial Intelligence) has become increasingly important in the marketing field. Utilise AI as a tool to create a marketing plan, optimize marketing strategies, and personalize marketing campaigns.

BSBESB404

Market new business venture

BSBMKG433

Undertake marketing activities

**BRANDING**

Discover the impact of branding and dive into the fundamentals of brand management. Explore brand identity, strategies, positioning, guidelines and equity.

BSBMKG437

Create and optimise digital media

BSBWRT411

Write complex documents

BSBCRT413

Collaborate in creative processes

**SOCIAL MEDIA MARKETING**

Harness the potential of social media to expand your reach and boost sales. Explore diverse platforms, target demographics, strategies and AI tools for enhanced content creation.

SIRXOSM005

Develop a basic website for customer engagement

SIRXECM002

Prepare digital content

MORE THAN A COURSE

OUR PROGRAMS INCLUDE

**MASTERCLASSES**

Regular sessions with industry experts in a wide variety of topics.

**INCUBATOR SESSIONS**

Personal coaching sessions to work on projects, goal setting & guidance.

**NETWORKING**

Ad-hoc events and guest speakers participating in classes.

**EMPLOYABILITY TRAINING**

Professional coaching, personal branding and employment advice.

ENTRY REQUIREMENTS

- Applicant must be minimum 18 years of age at the time of commencement.
- Minimum IELTS score of 6.0 or equivalent*.
- Successful completion of Australian Year 12 equivalent qualification or higher is required for all AQF level 5 (Diploma) & above qualifications*.
- Successful completion of Australian Year 11 equivalent qualification or higher may be acceptable for AQF levels 3 & 4 (Cert III & Cert IV) qualifications*.
- Prospective VET students may be required to undertake LLN test as per the Pre-training review & LLN policy. The outcome of this review will help the trainers and Student Support Staff team to identify the learning needs and make provisions for additional academic support where required.

*Please refer to Insight Academy Admissions & Enrolment Policy to check for IELTS equivalence & for the Australian equivalent qualifications from other countries. In the absence of formal English qualifications college may offer an English Placement Test. For more information, please contact Insight Academy.