




## COURSE INFORMATION

# BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION

PROGRAM DETAILS											
Qualification Code	BSB40820										
Qualification Name	Certificate IV in Marketing and Communication										
Training Package	Business Services Training Package										
CRICOS Course Code	120639G										
Qualification Requirements	Total Units: 12 Core: 6 Elective: 6 Refer to <a href="https://training.gov.au/training/details/bsb40820/qualdetails">https://training.gov.au/training/details/bsb40820/qualdetails</a>										
 NATIONALLY RECOGNISED TRAINING											
DELIVERY MODE, DURATION AND LOCATION											
Delivery Modes	Classroom based face-to-face (20 hours per week)										
Program Duration	This program will be delivered over 52 weeks (40 weeks of study period and 12 weeks of holiday).										
Course Fees	Total Tuition Fees = AUD \$6000										
Delivery Period	Current										
Delivery Sites	Level 10, 420 Pitt Street, Haymarket, NSW 2000										
ENTRY REQUIREMENTS											
<p><b>International Students:</b>            Entry requirements for this qualification are:</p> <ul style="list-style-type: none"> <li>All students must be aged 18 or above at the time of enrolment and have satisfactorily completed Australian Year 12 or overseas equivalent school qualifications</li> </ul> <p>IBMNSW shall conduct a mandatory RTO Suitability Test for LLND Assessment as a pre-enrolment procedure for every new applicant to assess their Language, Literacy, Numeracy and Digital Literacy (LLND) levels. This is to identify whether the student requires any additional support to enrol and study in their chosen course at IBMNSW.</p> <p>International students must also meet IBMNSW's standards for English Proficiency. To demonstrate possession of adequate English language proficiency, students must provide valid evidence of attainment of at least one of the followings:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Test Name</th> <th>Minimum Score Requirement</th> </tr> </thead> <tbody> <tr> <td>IELTS (Academic)</td> <td>Overall band score 6.0 (Results must be ≤ 2 years old)</td> </tr> <tr> <td>PTE Academic</td> <td>Overall score 50</td> </tr> <tr> <td>CAE (Cambridge English Advanced)</td> <td>Overall score 162</td> </tr> <tr> <td>OET (Occupational English Test)</td> <td>Minimum grade B in each component</td> </tr> </tbody> </table> <p>Note – Exceptions: Students from Level 1 countries, &amp; students from English speaking countries (both, as determined by the DHA), may be granted exceptional consideration.</p> <p>Overseas students who are unable to meet any of the above English language proficiency requirements may undertake further study on a NEAS-approved course of English for Academic Purposes designed to raise students' English proficiency to an equivalent level to IELTS 6.0 at the clients' cost as per their choice within the registered/approved provider. Production of proof of successful completion of such a course will be accepted by IBMNSW as meeting the English language proficiency admission requirement.</p> <p>The IBMNSW administration team can be consulted for any further information required.</p>		Test Name	Minimum Score Requirement	IELTS (Academic)	Overall band score 6.0 (Results must be ≤ 2 years old)	PTE Academic	Overall score 50	CAE (Cambridge English Advanced)	Overall score 162	OET (Occupational English Test)	Minimum grade B in each component
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PRE-REQUISITES AND LICENSING											



There are no prerequisite requirements for individual units of competency.  
 No licensing requirements apply, however some units have references to certain legislation and/or regulations.

#### UNITS

No	Unit Code	Unit Name	Core/ Elective	Amount of Training		
				Formal training	Assessment	Self-study
1	BSBCMM411	Make presentations	Core	60	40	5
2	BSBCRT412	Articulate, present and debate ideas	Core	20	20	5
3	BSBMKG433	Undertake marketing activities	Core	40	20	5
4	BSBMKG435	Analyse consumer behaviour	Core	40	20	5
5	BSBMKG439	Develop and apply knowledge of communications industry	Core	40	20	5
6	BSBWRT411	Write complex documents	Core	40	20	5
7	BSBMKG431	Assess marketing opportunities	Elective	40	20	5
8	BSBMKG437	Create and optimise digital media	Elective	40	20	5
9	BSBESB404	Market new business ventures	Elective	60	20	5
10	BSBTWK503	Manage meetings	Elective	60	40	5
11	BSBXC401	Apply communication strategies in the workplace	Elective	40	20	5
12	BSBXTW401	Lead and facilitate a team	Elective	40	20	5

#### PATHWAYS

##### Pathways from the Qualification

Upon successful completion of BSB40820 Certificate IV in Marketing and Communication students may elect to undertake BSB50620 Diploma of Marketing and Communication or seek an employment outcome. Employment outcomes from this qualification may include: Marketing Coordinator, Marketing Officer or Marketing Research Assistant. The BSB40820 Certificate IV in Marketing and Communication is an Australian Qualifications Framework (AQF) Level 4 qualification, making it a recognized stepping stone for both employment and continued education. IBMNSW does not, however, guarantee that the student will successfully complete the requirements for the qualification.

##### STUDYING AND LIVING IN AUSTRALIA

You can find lots of useful information about living and studying in Australia at the <https://www.studyinaustralia.gov.au/> website and further information about other costs via the <https://www.livingin-australia.com/> website.

##### FURTHER INFORMATION

Please refer to our Student Services tab for more information relating to studying with IBM NSW in Australia. Our [Student Handbook](#) gives you a step-by-step guide on how IBM NSW will support you with your enrolment and study within Australia; so that you can make an informed decision about your future studies.

##### Assessment Arrangements

Assessment will occur through a variety of methods, including projects incorporating observation, case studies and short answer questions. Assessment conditions will ensure a simulated workplace environment. To complete the wide range of assessments, IBM NSW will offer the following support:

- Face to face, classroom-based learning Theory Session: underpinning knowledge.



- Ongoing Online Support: email, resources, research. IBM NSW (staff, trainers and assessors) will maintain regular communication with students over phone and email during outside of face-to-face training sessions to ensure that students always have adequate access to resources and support throughout their course duration.
- Skills Session: use of computer programs such as power-point, word and excel, report preparation & writing, interpreting & analysing complex material.

If any special requirements are identified during the student's suitability assessment, IBM NSW can offer reasonable adjustments on a case-by-case basis to assist the student in completing their assessment. Alternatively, if needed, the student can also seek external support at their own cost to fulfill their skill levels in order to undertake the desired course.

#### ACADEMIC INTEGRITY AT IBMA NSW

IBM NSW is committed to fair and honest learning. All students must complete their own work, acknowledge sources (including AI tools), and follow clear assessment rules. We use a Reliability & Integrity Framework to make sure assessments are consistent, fair, and trustworthy across all courses. Cheating, plagiarism, or misuse of technology is treated seriously, while support and guidance are provided to help students understand academic expectations. This ensures your qualification is respected and valued in Australia and internationally.

#### TRANSITION ARRANGEMENTS

IBM NSW complies with ASQA's General Direction: Transition and teach out. When there are major changes to the Training Package, the Director of Academic Affairs and management team will review the changes made and create a plan to transition to the new training package requirements and cater for teach-out arrangements for students where required. The progress of the transition and teach-out will be monitored by the Director of Academic Affairs and the management team.

#### STUDENT SUPPORT AND WELLBEING

IBMNSW seeks to provide quality student learning experience, appropriate to the age, stage, background and circumstances of a diverse student population, regardless of their place or mode of study. IBMNSW offers extensive support services to all students and additional support services to CRICOS international students from different countries in acknowledgement of the challenges faced when studying abroad.

At the orientation into the qualification and during the entire course of training, IBM NSW shall:

- Identify the wellbeing needs of each student cohort by referring to the training product content and the characteristics of our student groups.
- Provide clear information to students about available support services and or other external organisations they can contact.
- Always maintain student privacy and seek consent before taking any wellbeing-related action.
- Monitor student wellbeing throughout the entire training and assessment journey—not just at enrolment.
- Ensure our staff and third parties understand and apply this policy in practice.
- Continuously improves our wellbeing strategies through student feedback and research.

For any queries, the IBM NSW administration team can be consulted either in person, over the phone or via email.

#### HOW TO ENROL/APPLY

Visit the college campus for direct enrolment.

##### Administration Business hours:

Monday – Friday

7:00 am – 10:00 pm

(Reception and Admin are closed on the weekends)

OR

Click on the Enrolment tab, download the application for enrolment form and forward queries to



[info@ibmnsw.edu.au](mailto:info@ibmnsw.edu.au)

We have Course Intake Dates throughout the year. Contact the IBM NSW Admin Team for further details.

