



Certificate IV MARKETING

Full Time Day / SSP

NEWCASTLE CAMPUS
FACULTY OF BUSINESS & COMPUTING



MARKETING.....EXPLORE THE CREATIVE OPPORTUNITIES

17855 – Certificate IV IN Marketing Full Time Day (BSB41307)

Introduce yourself to key marketing ideas, as the job market for creative people continues strong, PLUS gain on-the-job experience working for some of the Hunter's leading businesses!

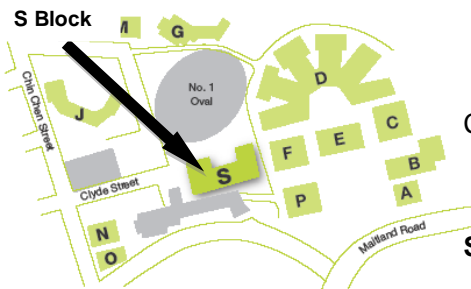
This course offers the skills required of today's marketplace, with a mixture of key subjects, practical classroom learning **plus work placement** opportunities to gain experience and skills as a marketing coordinator or assistant, digital social media marketing coordinator and market research assistant.

Course Includes:

- Undertake marketing activities
- Build client relationships and business networks
- Profile the market
- Analyse consumer behaviour for specific markets
- Identify risk and apply risk management processes
- Develop public relations campaigns
- Develop public relations documents
- Conduct electronic marketing communications
- Review and maintain a website
- Analyse and present research information
- Conduct market research
- Make a presentation
- **With practical cases, discussions, and guest speakers also featured. PLUS WORK PLACEMENT.**

Commencement Date:

Starting December 2012



Information Session:

Wednesday, 23 November 2011
4.00 pm – 5.00 pm,
Newcastle TAFE Campus (Tighes Hill)
Block S, Room S2.16

Compulsory Workshop:

Wednesday, 7 December 2011
9.30 am – 1.00 pm, Block S, Room S2.19
Return to class Monday 6 February, 2012

Summer Online Option:

Conduct E-Marketing Communications
2 x Workshops, December 2011 & January 2012
More details available at Information Session

Completion Date:

Wednesday 20 June 2012

Attendance Pattern:

Monday	9.00 am – 4.30 pm
Tuesday	9.00 am – 4.30 pm
Wednesday	9.00 am – 4.30 pm

Cost:

Normal TAFE Fee applies

Entry Requirements:

Students applying to enrol in this qualification must have appropriate competencies to enter this level in computer skills.

From Here:

After completing this course you may undertake other specialist qualifications in the Business Services Training Package. Students may also be eligible for advanced standing in other courses.

This training is funded by State Training Services through the Strategic Skills Program (SSP).

**FOR MORE INFORMATION PHONE Leanne Cherry on 0400 495 117
OR EMAIL leanne.cherry1@tafensw.edu.au**

