

Jasmine Education Group Pty Ltd t/a Queen Anne English College - Queen Anne Business College

ABN: 551320089025 | National Provider Code: 40458 | CRICOS Provider Code: 03240D

Bankstown Campus: Level 1, 49 Raymond Street, Bankstown NSW 2200 | Sydney CBD Campus: Level 4, 225 Clarence Street, Sydney, NSW 2000

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### Course Overview

This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to a more senior marketing practitioner.

### Career Outcomes

- Direct marketing officer
- Market research assistant
- Marketing coordinator
- Marketing officer
- Public relations officer.

### Place of Study

This course is delivered in our classrooms at Bankstown Campus: Level 1, 49 Raymond Street, Bankstown NSW 2200 and / or Sydney CBD: Level 4, 225 Clarence Street, Sydney NSW 2000.

### Course Structure

To obtain this qualification, students must complete all of the following 10 units.

- BSBCMM401 Make a presentation
- BSBMKG401 Profile the market
- BSBMKG402 Analyse consumer behaviour for specific markets
- BSBMKG408 Conduct market research
- BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements
- BSBLDR402 Lead effective workplace relationships
- BSBMKG413 Promote products and services
- BSBMKG414 Undertake marketing activities
- BSBMKG415 Research international markets
- BSBRES401 Analyse and present research information

### Course delivery arrangements

The program will be delivered over 52 weeks, including 12 weeks of holidays. Classes will be run 4 days a week Monday to Thursday. Students have the choice of attending morning classes from 9 am to 2.30 pm or afternoon/evening classes from 4.00 pm to 9.30 pm. Both sessions include a break of 30 minutes.

Course Information for International Students BSB41307 Certificate IV in Marketing	Jasmine Education Group	Version 5.1
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Student will be expected to undertake approximately 5 hours of self-study per week.  
Student can access individual support as required.

**The class timetable is subject to change.**

### **Assessment**

Assessment will occur through a combination of written questions and practical application projects. Each unit requires self-study and research in order to complete assessment tasks. The estimated self-study time is approximately 40 hours per unit.

### **Entry requirements**

There are no formal entry requirements; however students must be over 18 years of age and students with no formal qualification must sit for skills test. Students must have an English proficiency of IELTS level 5.5(test results must be no more than 2 years old).

International Students may not be required to provide evidence of English Language competence where documented evidence can be provided to demonstrate any of the following:

- The student was educated for 5 years in an English speaking country.
- The student has completed at least 6 months of a Certificate IV level course in an Australian RTO.
- The student has successfully completed a foundation course in Australia
- The student has successfully completed the College English Placement Test.
- The student has successfully completed English for General Purposes course - intermediate level in an Australian RTO.
- The student has successfully completed their High School in English Language.

In some instances in order to confirm the suitability of your enrolment into the course, you may be required to participate in an interview with our Academic Manager who will determine the suitability of your enrolment into the course. This interview will occur via an online meeting.

### **Resources Requirement:**

All students who are undertaking the BSB41315 Certificate IV in Marketing must have the following resources while in class.

- A laptop (The College strongly recommends a PC-based computer in order to ensure software compatibility.)
- USB flash drive
- Word processing software
- Excel Worksheet software
- Power Point Software

### Course Credit and Recognition of Prior Learning ( RPL)

Students may be eligible for course credit as a result of previous study or recognition of a competency currently held. The granting of course credit means that students do not have to complete part of the course because of existing qualifications or statements of attainment.

Recognition of Prior Learning is available for all courses and all students are offered the opportunity to participate in RPL upon enrolment. A streamlined RPL process has been developed which requires the student to make a self-assessment of their skills, participate in an interview with an assessor, provide documentary evidence and demonstrate practical skills where relevant.

For further information about course credit and/or RPL, including applicable fees and how to apply, please contact our office.

### To apply

To apply for enrolment in this course, students must:

- Complete the course application form.
- Provide evidence of their English language skills.

The application form can be found at [http://jeg.nsw.edu.au/?page\\_id=1502](http://jeg.nsw.edu.au/?page_id=1502) and can be emailed to our office at [admin@qaec.nsw.edu.au](mailto:admin@qaec.nsw.edu.au), faxed on 0061 2 9707 2151 or posted to us at Queen Anne Business College , Level 1 49 Raymond Street, Bankstown NSW 2200.

Students will also be required to organise and pay for Overseas Student Health Cover (OSHC) before arriving in Australia to cover the duration of the student visa. Queen Anne Business College can provide details of OSHC providers where this cover can be arranged.

### Course fees

The total fees for this course are \$AUD 8,000 plus the application fee of \$AUD 400. This includes all tuition fees, materials and administration costs.

- First payment – application fee of \$AUD 400.
- Second payment \$AUD 2,000 for tuition fees and materials. This payment is due on the day the written agreement and letter of offer is signed.
- Third payment \$AUD 2,000 for tuition fees and materials. This payment is due of the first Monday of week 13 from the course start date

- Fourth payment \$AUD 2,000 for tuition fees and materials. This payment is due of the first Monday of week 25 from the course start date
- Final payment \$AUD 2,000 for tuition fees and materials. This payment is due of the first Monday of week 37 from the course start date

Detailed payment arrangements will be included in the letter of offer.

### **Other fees**

<p><b>Reassessment</b></p> <p>All course fees include up to two (2) attempts at assessment per unit. Where an additional assessment is required in order to achieve competency, this additional reassessment fee will be charged per additional assessment required. Alternatively students may have to re-enrol. This will be at the discretion of the Academic Manager.</p>	\$250 per unit
<p>Reissuing of testamurs and statements of results</p>	\$100

### **Enrolment and Orientation**

Upon acceptance of a student's application for enrolment, a letter of offer, as well as a written agreement and tax invoice for remaining fees, will be forwarded to students. A Confirmation of Enrolment (CoE) letter will be issued once the signed acceptance of the offer and written agreement are received.

The first day of each course will include orientation and induction. Orientation will include information about the campus, living in Australia, accessing our support services and methods for achieving success throughout your study, including attendance and course progress requirements.

This course outline should be read in conjunction with Queen Anne Business College's Student Handbook. This is found online at [http://jeg.nsw.edu.au/?page\\_id=991](http://jeg.nsw.edu.au/?page_id=991)