

Dual Qualification

BSB40120 Certificate IV in Business

BSB40120 Certificate IV in Business (Business Operations)

Professional Development

MARKETING FOCUS

Great for marketing, social media & online sales

Is this course for me...

YES! If you are interested in developing your career in marketing & online sales this Certificate IV is the essential starting point.

Learn how to Implement customer service strategies, promote products and services, maintain your organisation's digital presence, and use social media to engage customers.

How will this Course help my Career...

- Discover more about your new place of employment - Policies, Procedures, and how it all works.
- A proactive way to settle into your new role quickly
- Show your commitment to your new job and profession.
- This Certificate IV in Business provides practical skills, knowledge and support so that you can show your employer you have the valuable skills they need.
- Eligibility for Membership to Professional Associations – eg Australian Institute of Office Professionals

What Qualification will I Gain...

After completion of the 12 month program, you will gain your:
BSB40120 Certificate IV in Business
BSB40120 Certificate IV in Business (Operations)

Gain your qualification NOW while your Employer will pay for it!

Here's what one of our students thinks...

"My Trainers were great to work with and had excellent business knowledge.

The training was very practical and I learnt lots of business skills of how to grow the business."

Paul Court

Here's what another student thinks...

"All aspects of the training were helpful for developing work skills as it was all relevant to my position at work.

It allowed me to gain the qualifications for the work I currently do".

Tracey Benn

How is this program delivered?

A very simple process that most find interesting, and rewarding.

1-1 Training Program:

- Online access 24/7 to everything you need – course materials, assessments, resource libraries...
- No Exams. No Essays. No college or workshop attendance required
- Complete your assessments based on projects in your current role.
- Monthly Phone appointments with your Trainer – to understand the assessment requirements, determine what evidence you already have and what is needed to complete for each unit, discuss the topic...
- Regular Tutorials via Zoom available to get all your questions answered as needed
- Regular phone sessions with your Completion Coach/Tutor – to help you through the units, sort out any issues, keep you on-track...
- Complete all units over the 12 month period
- Qualification awarded + online graduation celebration

How much time will this course take?

The course runs over 12 months.

Your qualification will be issued after 12 months, when all the units have been completed.

Your assessments may take around 4 hours per week, or perhaps less if you have experience.

As they are work-based projects, you may be able to get some of it done during your work hours.

If you have experience, this may be a hunting and gathering exercise for you and then just answer the questions based on your work.

Units

There are **12 units** in this qualification.

BSBTEC405
Review and maintain organisation's digital presence

SIRXMKT002
Use social media to engage customers

BSBMKG434
Promote products and services

BSBOPS404
Implement customer service strategies

BSBCRT411
Apply critical thinking to work practices

BSBTEC404
Use digital technologies to collaborate in a work environment

BSBTWK401
Build and maintain business relationships

BSBWHS411
Implement and monitor WHS policies, procedures and programs

BSBWRT411
Write complex documents

BSBXCM401
Apply communication strategies in the workplace

BSBPEF402
Develop personal work priorities

BSBPEF401
Manage personal health and wellbeing



NEXT STEPS

Let your Employer know that this is the course you wish to do, and complete the **Employee Expression of Interest Form.**