



BSB41307 Certificate IV in Marketing

Timetable for Cert IV in Marketing - TCCI 2012

(PPP+ Funded – 2012 Mixed Group to be held at the TCCI)

A total of 10 units must be completed to gain the full Cert IV in Marketing, the program is structured so that learners complete one unit per month.

Date	Unit Code	Unit Name
Mon 27 th Feb 9.15am to 3.30pm	Induction and: BSBMKG401B	Profile the market
Mon 26 th March 9.15am to 3.30pm	BSBMKG408A	Conduct market research
Mon 30 th April 9.15am to 3.30pm	BSBMKG402B	Analyse consumer behaviour for specific markets
Mon 28 th May 9.15am to 3.30pm	BSBCMM401A	Make a presentation
Mon 25 th June 9.15am to 3.30pm	BSBCUS402A	Address customer needs
Mon 30 th July 9.15am to 3.30pm	BSBCUS403A	Implement customer service standards
Mon 20 th August 9.15am to 3.30pm	BSBMKG409A	Design direct response offers
Mon 10 th Sept 9.15am to 3.30pm	BSBMKG413A	Promote products and services
Mon 1 st October 9.15am to 3.30pm	BSBREL402A	Build client relationships and business networks
Mon 29 th October 9.15am to 3.30pm	BSBMKG414B	Undertake marketing activities

Commitment required is attendance at the above workshops and assessments completed by due dates.

Please view full competencies on www.training.gov.au by searching with the unit codes above