



BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION

COURSE OVERVIEW

Vanguard Business Education
RTO ID 91219

www.vanguardbusinesseducation.edu.au

100% online
Study anywhere

Up to 12 months
Self-paced

8–10 hrs/week
Fits around work

No entry requirements
Start with no prior study

SmartCoach™ support
Help 24/7

Nationally Recognised Qualification



From Marketing Assistant to Marketing and Communications Coordinator

Whether you support marketing tasks at work, run a small business, create social media content, or want to move into a marketing role, this qualification helps you build practical capability in marketing communication, customer insight, campaign planning, digital marketing and social media strategy.

Throughout the qualification, you progress through a practical marketing journey inside the Orion Marketing Agency simulation. You do not simply study marketing, you practise the work of marketing, and you finish with a portfolio that reflects the work performed in real marketing and communications roles.

"I am really impressed with the detail and practical knowledge provided in your course materials, and your feedback was insightful in helping me improve gaps in my understanding of the real context of a business plan."

Saurabh, Vanguard Business Education student

About Vanguard Business Education

Vanguard Business Education has delivered nationally recognised business training since 2006. Originally founded as KS Training, we rebranded in 2020 to reflect our mission: equipping forward-thinking, purpose-driven people to lead with confidence.

Our qualifications are 100% online. No campus, no fixed timetables, no entry requirements. You study at your own pace, with qualified trainers and SmartCoach™ AI support available throughout.

<p>Excellence</p> <p>We aim higher than competent. Training should create lasting change.</p>	<p>Innovation</p> <p>Future-focused learning that keeps you ahead.</p>	<p>Collaboration</p> <p>Built with learners, not just for them.</p>
<p>Inclusivity</p> <p>Talent has no postcode. Potential goes everywhere.</p>	<p>Integrity</p> <p>No hype. High-impact education that works.</p>	<p>Lifelong Learning</p> <p>Progress never stops. Neither do we.</p>

Our Mission

To deliver transformative, nationally recognised business and leadership qualifications that are flexible, practical and backed by real human support, helping learners gain clarity, confidence and career momentum.

About This Qualification

The BSB40820 Certificate IV in Marketing and Communication is designed for people who want practical capability in marketing communication, customer insight, campaign planning, digital marketing and social media strategy.

You follow the journey marketing professionals follow in the workplace. First you build communication foundations. Then you learn how customers think and behave. From there, you assess marketing opportunities and plan campaign activity. Finally, you create digital and promotional work that supports business growth.

Who This Qualification Is For

Marketing and Content Support Staff

You already support marketing tasks, social media or content creation and want to connect that work to customer insight, campaign planning and strategy.

Small Business Owners and Operators

You need to understand your customers, improve your message and coordinate marketing activity with more confidence.

Career Changers and Employees Seeking Recognition

You want to move into marketing or communications, or you already perform marketing tasks at work and want a nationally recognised qualification.

Your Marketing and Communication Development Journey

Throughout this qualification, you progress through four practical stages of marketing capability development. Each stage builds on the previous one and reflects real workplace activity.

Stage 1: Marketing Communication Foundations

Your journey begins with clear, professional communication

You will learn how to:

- communicate ideas professionally
- prepare written marketing and business documents
- present information clearly
- influence and persuade through communication
- support client and stakeholder communication

Workplace simulation

You have recently joined Orion Marketing Agency as a Marketing Assistant. Before contributing to campaign work for Aspire Retail Group, you develop the communication skills needed to work with clients, stakeholders and team members.

You will develop: a Marketing Foundations Pack including marketing presentations, client briefings, marketing reports, professional written communications and campaign proposal documents.

Stage 2: Customer Insight and Market Understanding

Strong marketing begins before the campaign is created

You will learn how to:

- analyse consumer behaviour
- understand why customers make decisions
- review industry and communication channels
- evaluate information critically
- prepare customer profiles and market insights

Workplace simulation

As a Customer Insight Assistant, you help Orion Marketing Agency understand Aspire Retail Group's customers, market conditions, competitors and industry trends before any campaign is created.

You will develop: a Customer Insight Pack including customer personas, buyer behaviour analysis, competitor reviews, market insight reports and customer journey maps.

Stage 3: Marketing Opportunity and Campaign Planning

Marketing becomes useful when insight turns into action

You will learn how to:

- assess marketing opportunities
- plan marketing activity
- support business growth and launch activity
- build and maintain stakeholder relationships
- coordinate campaign tasks and schedules

Workplace simulation

As a Campaign Coordinator, you help Orion Marketing Agency develop a campaign that helps Aspire Retail Group increase market share, attract new customers and improve its digital presence.

You will develop: a Campaign Planning Pack including marketing opportunity assessments, campaign plans, stakeholder engagement plans, marketing activity schedules and business growth and launch plans.

Stage 4: Digital Marketing, Promotion and Social Media

Campaigns need execution, consistency and measurable activity

You will learn how to:

- promote products and services
- create and optimise digital media
- develop social media strategies
- prepare content calendars
- review campaign performance

Workplace simulation

As a Digital Marketing Coordinator, you help deliver the approved Aspire Retail Group campaign across digital and social channels and review campaign performance.

You will develop: a Digital Marketing Pack including promotional campaigns, social media strategies, content calendars, digital marketing assets and campaign performance reports.

Marketing and Communication Development Pathway



Throughout the qualification, you apply these skills through realistic marketing projects and simulations within Orion Marketing Agency.

Delivery and Study Options

Mode	100% online
Duration	Up to 12 months
Study Commitment	8 to 10 hours per week
Support	Qualified trainers, SmartCoach™ AI learning assistance
Technology	Desktop or laptop with broadband internet and standard office software
Response Times	Enrolment access within 24 hours. Assessment marking within 5 business days. Email response within 48 hours.

Free Extension. Fast Turnaround. No Surprises.

Free 12-month extension Need more time? No questions asked. No hidden fees.	Start within 24 hours Once your enrolment is finalised, course access is provided within 24 hours.
Assessments marked within 5 business days No waiting weeks for feedback.	Email response within 48 hours Real humans. Real answers.

Qualification Structure

The marketing and communication journey is supported by nationally recognised units of competency, delivered through integrated learning clusters. You will complete 13 units across the four stages of your development.

Stage 1: Marketing Communication Foundations
Focus: <i>Developing professional communication, presentation, writing and idea development skills.</i>
BSBCMM411 Make presentations
BSBCRT412 Articulate, present and debate ideas
BSBWRT411 Write complex documents

Stage 2: Customer Insight and Market Understanding
Focus: <i>Understanding consumer behaviour, communication industries, market information and critical thinking.</i>
BSBMKG435 Analyse consumer behaviour
BSBMKG439 Develop and apply knowledge of communications industry
BSBCRT411 Apply critical thinking to work practices

Stage 3: Marketing Opportunity and Campaign Planning

Focus:

Assessing marketing opportunities, planning marketing activities, supporting business growth and building stakeholder relationships.

BSBMKG431 Assess marketing opportunities

BSBTWK401 Build and maintain business relationships

BSBMKG433 Undertake marketing activities

BSBESB404 Market new business ventures

Stage 4: Digital Marketing, Promotion and Social Media

Focus:

Promoting products and services, creating digital media and developing social media strategy.

BSBMKG434 Promote products and services

BSBMKG437 Create and optimise digital media

SIRXMKT006 Develop a social media strategy

Valuable for Employers

Your team members develop practical marketing and communication capability while completing realistic workplace projects covering:

- marketing communication and presentations
- customer research and consumer behaviour
- campaign planning and stakeholder engagement
- digital media and social media strategy
- campaign performance review

The focus is not simply on completing units of competency, but on developing marketing capability that can be applied in the workplace from day one.

Who You Will Become

By completing this qualification, you will have developed the capability to:

- communicate marketing ideas professionally
- analyse customer behaviour and develop personas
- assess marketing opportunities and plan campaigns
- build stakeholder relationships
- create digital marketing assets and social media strategies
- coordinate promotional activity and review campaign performance

Through the Orion Marketing Agency simulation, you will have applied these skills in realistic marketing situations rather than simply studying marketing theory.

Your Marketing and Communication Portfolio

By completion of the qualification, you will have developed a complete Marketing and Communication Portfolio containing:

Marketing Foundations Pack

- Marketing presentations
- Client briefings
- Marketing reports
- Professional written communications
- Campaign proposal documents

Customer Insight Pack

- Customer personas
- Buyer behaviour analysis
- Competitor reviews
- Market insight reports
- Customer journey maps

Campaign Planning Pack

- Marketing opportunity assessments
- Campaign plans
- Stakeholder engagement plans
- Marketing activity schedules
- Business growth and launch plans

Digital Marketing Pack

- Promotional campaigns
- Social media strategies
- Content calendars
- Digital marketing assets
- Campaign performance reports

This portfolio reflects the practical journey from communication foundations through customer insight, campaign planning, digital marketing and promotional activity.

Student Feedback

"I'm working on my assessment and there were a couple of tasks that didn't include templates, so I asked the coach. I was provided with the templates and instructions on how to complete them. Super helpful at this time of the morning when I'd otherwise have to wait to ask and hear back. Great for flexible study."

Lisa, Vanguard Business Education student

Career Opportunities

Graduates may be prepared for roles including:

Marketing Assistant	Marketing Coordinator	Digital Marketing Coordinator
Communications Coordinator	Marketing Officer	Social Media Coordinator
Market Research Assistant	Campaign Coordinator	Small Business Marketing Coordinator

Completion of this qualification does not guarantee employment.

What These Roles Pay

As your capability grows, so do the roles available to you. Indicative average salary ranges for related roles in Australia:

Marketing Assistant \$65,000 – \$75,000	Marketing Coordinator \$75,000 – \$85,000	Marketing & Comms Coordinator \$70,000 – \$90,000
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Indicative average salary ranges sourced from SEEK Career Advice (seek.com.au), June 2026. Actual salaries vary by employer, location, experience and industry. Salary figures are provided as a general guide only and are not a guarantee of income or employment.

Entry Requirements

There are no formal training package entry requirements for this qualification. You will need:

- Access to a computer or laptop and reliable internet
- Basic digital literacy and computer skills
- Suitable language, literacy and numeracy skills

A pre-enrolment LLN assessment is required prior to enrolment.

Fees and Funding Options

Course Fee	Standard fee: \$1,970 (AUD)
Payment Options	Flexible weekly and fortnightly payment plans available. No hidden fees. Full details are provided in the Fees and Refunds Policy.
NSW Smart and Skilled	This qualification may be available under the NSW Smart and Skilled programme for eligible learners, which can significantly reduce your course fee. Contact us to check your eligibility.
Free Extension	Need more time? We offer a free 12-month extension. No questions asked. No hidden fees.

All amounts are in AUD. Government funding may be available in some circumstances. Contact Vanguard Business Education to confirm current pricing and funding options.

Smart and Skilled Eligibility

- NSW resident
- Australian citizen, permanent resident or eligible visa holder
- 15 years or older
- Not currently enrolled in secondary education, unless undertaking an approved traineeship pathway

Funding availability and conditions are subject to change. Contact Vanguard Business Education for current eligibility details.

RPL, Credit Transfer and Pathways

RPL	Recognition of Prior Learning is available for learners with relevant workplace experience and existing skills
Credit Transfer	Available for units previously completed with another RTO
Marketing Pathway	BSB50620 Diploma of Marketing and Communication
Business Pathway	BSB50120 Diploma of Business
Leadership Pathway	BSB40520 Certificate IV in Leadership and Management
Further Pathways	Other higher-level business, marketing, communication or leadership qualifications

Why Study With Vanguard Business Education?

Many marketing courses teach ideas. This qualification lets you apply your skills through realistic workplace projects, client briefs, customer research tasks, campaign planning activities, digital media tasks and social media strategy work.

You do not simply study marketing and communication. You use it.

More than a qualification, you do not simply study marketing, you use it.

100% online | No entry requirements | Qualified trainer support | SmartCoach™ AI

Flexible, self-paced learning Study around work and family. No fixed class times.	Qualified trainer support Real humans who are passionate about your results.
SmartCoach™ AI 24/7 AI-powered learning assistance built into the platform.	Clustered delivery Integrated real-world learning, not isolated theory.
Practical marketing simulation Build marketing documents, campaign plans and digital assets through Orion Marketing Agency.	Nationally recognised AQF qualification issued by Vanguard Business Education (RTO 91219).

How to Enrol

Step 1 Submit an enquiry or application	Step 2 Complete a pre-training review	Step 3 Complete your LLN assessment	Step 4 Finalise enrolment and begin your course
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Ready to take the next step?

Visit www.vanguardbusinesseducation.edu.au to enrol or enquire online.

Vanguard Business Education, RTO 91219, is responsible for the quality of training and assessment and for issuing AQF certification documentation. SmartCoach™ AI provides learning support only. All training, assessment and certification are delivered by Vanguard Business Education. Information in this brochure is correct at the time of publication and may be subject to change.