

# Business (Marketing Focus)



## BSB30120 CERTIFICATE III IN BUSINESS

### What it is

This new VET Cluster program gives students a taste of what it is like to work in a business. The focus of this one year program will be on marketing. Students will learn the skills and knowledge required to prepare, coordinate and review basic marketing activities.

Students will identify marketing opportunities and support the implementation of marketing/promotional activities, and communicate the details. Students will analyse and evaluate opportunities according to organisational marketing objectives.

*Note: This one year program will suit Year 12 students or Year 10 students.*

### What you learn

You learn from the following subjects (Units of Competency):

- ✓ Support marketing and promotional activities SIRXMKT001
- ✓ Undertake marketing activities BSBMKG433
- ✓ Assess marketing opportunities BSBMKG431
- ✓ Use social media to engage customers SIRXMKT002
- ✓ Assist with maintaining workplace safety BSBWHS311
- ✓ Engage in workplace communication BSBXCM301
- ✓ Support personal wellbeing in the workplace BSBPEF201

### Who you learn from

#### YOUR INDUSTRY EXPERT

BGT Jobs and Training  
RTO Code 3683

#### WHERE YOU LEARN

BGT Jobs and Training  
Barkly Square,  
25-39 Barkly Street, Ballarat

#### WHEN

Thursday 1.45pm to 5.00pm  
**Class size:** 16 to 25 students

**bgt**.org.au  
JOBS + TRAINING

Marketing is the activity of presenting, advertising and selling a company's products or services in the best possible way'

OXFORD DICTIONARY

## What you get

Upon successful completion of the program, students are eligible to obtain:

### School recognition

Credit/Unit eligibility towards your relevant Senior Secondary Certificate. Check with your school for more details.

### Workplace recognition

Statement of Attainment (List of the Units of Competency which have been successfully completed).

## Your possible career/pathway

BGT Jobs and training has strong connections within the Ballarat region, as the region's largest employer of trainees and apprentices. BGT have the ability to support learners complete the qualification or to support students into a traineeship.

## Learn more

Certificate IV in Business BSB40120, Certificate IV in Leadership and management BSB40520, Diploma of Business BSB50120

Business Traineeship

## Employment

Job roles are varied and can include working in a variety of marketing and communications roles. Roles may include Marketing Assistant, Administrative Support, Receptionist, Sales, Public Relations.

## What the program looks/sounds like

Watch a **Get VET** video of a student explaining the program, by accessing <https://bit.ly/2YUCt8m>



The word 'MARKETING' is displayed in large, 3D block letters. Each letter is filled with a different vibrant, abstract pattern or color, including blues, oranges, greens, and purples. The letters are set against a plain, light-colored background.

*Note: Program commencement subject to enrolment numbers. Units of Competency are subject to change. Check with your school VET Coordinator regarding costs and if this program is suitable for you. This training is delivered with Victorian and Commonwealth Government funding to eligible individuals. All details are accurate at the time of publication.*

