

# SOCIAL MEDIA MASTERY CERTIFICATE IV IN BUSINESS (BSB40215)



*caring, flexible, professional*

The **Social Media Mastery Certificate IV in Business** course is designed for those who see the potential of engaging with consumers to build a loyal business following. Participants will be taken step-by-step through the social media marketing landscape, and will learn how to:



- Promote and grow a business using free online tools,
- Boost sales and sell products and services online,
- Create valuable long-term relationships with customers,
- Build strong online communities,
- Get feedback from these online communities to help refine and develop business ideas and developments,
- Create an influential digital footprint, and effectively market online,
- Receive a higher level of traffic to your website,
- Promote and grow employment or business opportunities.

Participants will finish the qualification with practical templates and a complete custom made strategy to meet commercial or career goals.

## Career Opportunities

Possible job titles relevant to this qualification include:

- Social and digital advertising
- Online customer service
- Data Analysis
- Accounts Clerk
- Content producer (video, written, graphics)
- Marketing Coordinator
- Digital Public Relations

## Entry Requirements

Basic computer, social media skills and access to a computer, internet and printer. Students need to have adequate literacy and numeracy skills.

## Course Pathway

This qualification is designed for individuals seeking a pathway into:

- BSB50215 Diploma of Business,
- BSB52415 Diploma of Marketing and Communication
- or other Diploma qualifications

## Course structure

Successful completion of this course requires the fulfilment of 13 units of study: 2 core units and 11 elective units.

	CODE	DESCRIPTION	TYPE
1	<b>BSBWHS401</b>	Implement and monitor WHS policies, procedures and programs to meet legislative requirements	Core
2	<b>BSBREL401</b>	Establish networks	
3	<b>BSBREL402</b>	Build client relationships and business networks	
4	<b>BSBMKG412</b>	Conduct e-marketing communications	
5	<b>BSBEBU401</b>	Review and maintain a website	
6	<b>BSBCUS403</b>	Implement customer service standards	
7	<b>BSBADM409</b>	Coordinate business resources	
8	<b>BSBMKG413</b>	Promote products and services	
9	<b>BSBMKG414</b>	Undertake marketing activities	
10	<b>BSBADV507</b>	Develop a media plan	

## Assessments

Competency based training is concerned with assisting people to achieve specific competencies which are required in the workplace. This course has been designed to meet the particular skills and knowledge appropriate to this vocational area. A student will be assessed by performing set tasks at specified standards, under prescribed conditions.

Sutherland Training is here to support you through your learning. Classes are kept to a maximum of 25 to ensure that you get maximum attention and support through your course.

## Course delivery information

<b>Student</b>	<i>Early bird \$2200</i> <i>Full Fee \$2456 (payment plans are available)</i>
<b>Locations:</b>	<b>Online + a three day bootcamp</b> at various locations. Check out website for details <a href="http://www.socialmediabootcamp.net.au">www.socialmediabootcamp.net.au</a>
<b>Duration:</b>	14 weeks
<b>Start dates:</b>	<b>Please see our website for all upcoming dates</b> <a href="http://www.socialmediabootcamp.net.au">www.socialmediabootcamp.net.au</a>
<b>Course capacity:</b>	25 students per class
<b>Delivery method:</b>	Mixed mode – <b>face-to-face</b> , <b>online</b> and <b>self-study</b>

## Enrolment process

If you would like to enrol on our next Social Media Mastery **Certificate IV in Business** course or need further information, please head to our website at [www.socialmediabootcamp.net.au](http://www.socialmediabootcamp.net.au), contact us on **07 5441 6605** or via email at [upskillme@socialmediamastery.com.au](mailto:upskillme@socialmediamastery.com.au)

We look forward to hearing from you.

