



Right Choice Training

We Do It Right!

Course Information

Dual Qualifications

BSB40520 Cert IV in Leadership and Management and BSB40820 Cert IV in Marketing and Communication

START LEARNING

Kickstart your career. We deliver it right for you!

RTO No#45790

BSB40520 Cert IV in Leadership and Management and BSB40820 Cert IV in Marketing and Communication



RTO No: 45790

These qualifications are nationally recognised under the Australian Qualifications Framework (AQF).

Why Study with Right Choice Training?

The Learning supports

You are well supported throughout your course, so you won't feel alone.

You'll have access and discuss your course work on a one-on-one basis with a specialist trainer via:

- Telephone
- Email
- Virtual Classroom, Zoom, MS Teams or Skype

Available between Monday to Friday 9am to 5pm (Sydney time).



Right Choice Training

Phone: 1300 800 682

Email: admin@rightchoicetraining.com.au

Programs that give you the outcome needed to be effective at work and in your career

Fair and competitive course fees with state of art LMS. Programs delivered to suite your work requirements and lifestyle. Study anywhere at anytime



You can study at any time, any place, with unlimited trainer support, fast assessment and feedback

Start straight after enrolment!
No minimum course timeframe. You can complete the course as quickly as you choose but within the 24 months

BSB40520 Cert IV in Leadership and Management and BSB40820 Cert IV in Marketing and Communication



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Course Overview

BSB40520 Certificate IV in Leadership and Management course is designed for those seeking to develop management skills required to provide leadership, guidance and support to others in various settings. This qualification reflects the role of individuals working as developing and emerging leaders and managers in a range of enterprise and industry contexts.

BSB40820 Certificate IV in Marketing and Communication is designed for those seeking to develop fundamental skills including digital marketing, use of social media, researching consumer behaviour and creating presentations. In addition, you will learn how to establish networks and improve communication skills.



Course Duration

The course duration is 24 months. We find students that are genuinely motivated to progress through the course, can complete the full course in less than 24 months.

Who is responsible for your training?

Right Choice Training is responsible under the National Vocational Education and Training Regulator Act 2011 for the quality of the training and assessment being delivered in this course and for the issuance of all AQF certificates

Program Outline

BSB40520 Cert IV in Leadership and Management And BSB40820 Cert IV in Marketing and Communication (Self- Paced online eLearning)

Training is delivered as an online self-paced study mode. The course is offered online through Learning Management System. This means students complete their course at their own pace, using an online student portal. Training delivery support may include face-to-face webinars, self-paced study, directed research, and online learning activities and tasks.

We offer learner a full circle of support and an engaging learning experience. We understand that it can be difficult to take that first step towards changing your life. Studying online with Right Choice Training will be different from how you have encountered study in the past. With us, study how and where you want, online but never alone.

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Units and Delivery

Right Choice Training has paired the BSB40520 – Cert IV in Leadership and Management and the BSB40820 – Cert IV in Marketing and Communication course, as some of the units are common in both qualifications. You only need to complete 17 units to get both qualifications (rather than 12 and 12 units separately if you did the both courses separately).

Right Choice Training offers the following units:

BSB40520 Certificate IV in Leadership and Management

Core Units:

BSBLDR411 Demonstrate leadership in the workplace

BSBLDR413 Lead effective workplace relationships

BSBOPS402 Coordinate business operational plans

BSBXCM401 Apply communication strategies in the workplace (Common Unit)

BSBXTW401 Lead and facilitate a team

Elective Units:

BSBCMM412 Lead difficult conversations (Common Unit)

BSBCRT411 Apply critical thinking to work practices (Common Unit)

BSBWHS411 Implement and monitor WHS policies, procedures and programs

BSBTWK401 Build and maintain business relationships (Common Unit)

BSBCRT412 Articulate, present and debate ideas (Common Unit)

BSBWRT411 Write complex documents (Common Unit)

BSBCMM411 Make presentations (Imported from BSB40820))

BSB40820 Certificate IV in Marketing and Communication

Core Units:

BSBCMM411 Make presentations (Common Unit)

BSBCRT412 Articulate, present and debate ideas (Common Unit)

BSBMKG433 Undertake marketing activities

BSBMKG435 Analyse consumer behaviour

BSBMKG439 Develop and apply knowledge of communications industry

BSBWRT411 Write complex documents (Common Unit)

Elective Units:

BSBMKG431 Assess marketing opportunities

BSBMKG434 Promote products and services

BSBMKG440 Apply marketing communication across a convergent industry

BSBCRT411 Apply critical thinking to work practices (Common Unit)

BSBXCM401 Apply communication strategies in the workplace (Common Unit)

BSBTWK401 Build and maintain business relationships (Common Unit)

BSBCMM412 Lead difficult conversations (Imported from BSB40520)

BSB40520 Cert IV in Leadership and Management and BSB40820 Cert IV in Marketing and Communication



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Entry Requirements

Entry requirements

You can enrol and start at any time! The course is self-paced 100% online

The following local entry requirements apply to ensure applicants can fully engage in the course and have the required learning capacity to meeting the course requirements. Learners must:

- Be aged 18 years or over
- Have sound language and literacy skills (at least Year 10 English, or equivalent)
- Provide a valid ID with his/her picture and signature
- Able to commit to the course duration and time commitment
- Learners must have access to a computer, the internet, email and telephone/mobile
- All applicants must supply a Unique Student Identifier (USI) should their enrolment be successful
- Have a valid email account and a telephone with a valid telephone number for learning and assessment communication, support session

National Recognition

These competencies have been drawn from the nationally endorsed industry training package the Business Services Training Package (BSB).

On successfully completing the training and assessment, the BSB40820 Cert IV in Marketing and Communication and the BSB40520 Cert IV in Leadership and Management qualifications will be issued.

A transcript listing all units of competency will also be issued. The qualification and units of competency are nationally recognised and provide individuals with a valuable qualification that can be applied throughout Australia and the wider industries.

Right Choice Training will issue a qualification within 15 days of the final assessment being completed.

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Benefits of Studying with Right Choice Training

100% Self-Paced Online eLearning

100% online eLearning course so you can study anywhere at any time. You can learn at your own pace when it suits you.

Fast Turnaround

Your enrolment will be completed in a same day or within 24-48 hours. It means after enrolment, you will have access to your course within 12-48 hours.

Your email response query will be responded back within 48 hours and all assessments will be marked within 5-7 business days.

Contextualised Learning Resources

Right Choice Training's learning and assessment resources have been purpose built to support our learners to learn industry best practices.

You will have learners Guide in PDF as well as eLearning modules for each unit.

All assessment packs are in word file so that you can download, work on it and upload it when ready to submit.

Flexible Payment Options

Payment options:

- Pre- Payment during enrolment stage
- Split payment option
- Payment plan

The current cost can be found on our website. Please refer to the RTO fees and refund policy available on website

RPL and Study Pathways

Will previous training and experience count?

Right Choice Training recognises Recognition of Prior Learning (RPL) which considers the knowledge and skills you have already gained through your previous education and work history, attributing this to your enrolled qualification course. This may be through formal or informal training and can result in credits towards your qualification. If you have more than 5 years of relevant industry experience, please ask our friendly admin staff about Recognition of Prior Learning (RPL) eligibility.

Future education pathways

After successfully completing the Dual Qualifications –BSB40520 Cert IV in Leadership and Management and BSB40820 Cert IV in Marketing and Communication, you may like to enrol in the BSB50420 –Diploma of Leadership and Management or BSB50620 –Diploma of Marketing and Communication qualification to gain additional business and human resource management skills.

BSB40520 Cert IV in Leadership and Management and BSB40820 Cert IV in Marketing and Communication



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Study Requirements

Language, Literacy and Numeracy (LLN) Skill requirements

Upon enrolment, learners will be asked to confirm their previous qualifications and if required, LLN assessment will be conducted to confirm they have required level of LLN Skills

Learner Resource Requirements

Learners will require basic stationery and a notebook according to their study preferences during the self-paced study. The learner's access to a computer that has an internet connection is mandatory to allow learners to undertake self-paced study and prepare submissions for assessment.

Assessments

The assessment is conducted using a combination of realistic workplace tasks, written questions and answers, project work/portfolio of work, presentation and simulated case studies.

You will be required to submit your evidence for evaluation to the assessor, who will continue to maintain contact with you during the assessment decision-making process. You will also be provided with opportunities to adjust and resubmit your assessments based on the assessor's feedback.

Career Opportunities

Successful completion of the BSB40520 Cert IV in Leadership and Management and BSB40820 Cert IV in Marketing and Communication can qualify you for a range of roles and positions, including:

- Communication Officer
- Marketing Coordinator
- Team Leader
- Advertising Account Coordinator
- Community Relations Team Leader
- Copywriter
- Office Manager
- Direct Marketing Officer
- Executive Assistant
- Team Coordinator
- Customer Service Leader
- Warehouse Team Leader

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Contact Us...



Contact Right Choice Training and Get the ball rolling!

For further information or to enrol, contact us via:



www.rightchoicetraining.com.au



1300 800 682



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