

# BSB41307 CERTIFICATE IV IN MARKETING

CRICOS Course Code: 063588A



**STRATHFIELD  
COLLEGE**

CRICOS Provider Code:  
02736K  
NTIS Code: 91223

## TERM DATES

**2011**

Term	Term Date	Start	End
1	10 January – 25 March (11 weeks)		
	<i>BSBRES401A - Analyse and present research information</i> <i>BSBPMG510A – Manage projects</i> <i>BSBMKG409A - Design direct response offers</i>	<ul style="list-style-type: none"> <li>• 10 January</li> <li>• 10 January</li> <li>• 28 February</li> </ul>	<ul style="list-style-type: none"> <li>• 25 February</li> <li>• 25 February</li> <li>• 25 March</li> </ul>
Holiday: 26 March – 10 April			
2	11 April – 17 June (10 weeks)		
	<i>BSBMKG414A – Undertake marketing activities</i> <i>Profile the market</i> <i>BSBCMM401A- Make a presentation</i>	<ul style="list-style-type: none"> <li>• 11 April</li> <li>• 11 April</li> <li>• 6 June</li> </ul>	<ul style="list-style-type: none"> <li>• 3 June</li> <li>• 3 June</li> <li>• 17 June</li> </ul>
Holiday: 18 June – 10 July			
3	11 July – 23 September (11 weeks)		
	<i>BSBMKG402B - Analyse consumer behaviour for specific markets</i> <i>BSBMKG408B - Conduct market research</i> <i>BSBPUB403A - Develop public relations campaigns</i>	<ul style="list-style-type: none"> <li>• 11 July</li> <li>• 11 July</li> <li>• 29 August</li> </ul>	<ul style="list-style-type: none"> <li>• 26 August</li> <li>• 26 August</li> <li>• 23 September</li> </ul>
Holiday: 24 September – 9 October			
4	10 October – 16 December (10 weeks)		
	<i>BSBREL402A - Build client relationships and business networks</i> <i>BSBRES401A - Analyse and present research information</i> <i>BSBPMG510A – Manage projects</i>	<ul style="list-style-type: none"> <li>• 10 October</li> <li>• 10 October</li> <li>• 28 November</li> </ul>	<ul style="list-style-type: none"> <li>• 25 November</li> <li>• 25 November</li> <li>• 16 December</li> </ul>
Holiday: 17 December – 8 January 2012			