

BSB41307 CERTIFICATE IV IN MARKETING

CRICOS Course Code: 063588A



**STRATHFIELD
COLLEGE**

CRICOS Provider

Code: 02736K

NTIS Code: 91223

TERM DATES

2012

Term	Term Date	Start	End
1	9 January – 23 March (11 weeks)		
	<i>BSBMKG409A - Design direct response offers</i> <i>BSBMKG414A – Undertake marketing activities</i> <i>BSBMKG401B - Profile the market</i>	<ul style="list-style-type: none"> • 9 January • 30 January • 27 February 	<ul style="list-style-type: none"> • 27 January • 24 February • 23 March
Holiday: 24 March – 9 April (Public holiday)			
2	10 April – 15 June (10 weeks)		
	<i>BSBMKG402B - Analyse consumer behaviour for specific markets</i> <i>BSBMKG408B - Conduct market research</i> <i>BSBCMM401- Make a presentation</i>	<ul style="list-style-type: none"> • 10 April • 7 May • 28 May 	<ul style="list-style-type: none"> • 4 May • 25 May • 15 June
Holiday: 16 June – 8 July			
3	9 July – 21 September (11 weeks)		
	<i>BSBPUB403A - Develop public relations campaigns</i> <i>BSBREL402A - Build client relationships and business networks</i> <i>BSBRES401A - Analyse and present research information</i>	<ul style="list-style-type: none"> • 9 July • 30 July • 27 August 	<ul style="list-style-type: none"> • 27 July • 24 August • 21 September
Holiday: 22 September – 7 October			
4	8 October – 14 December (10 weeks)		
	<i>BSBPMG510A – Manage projects</i> <i>BSBMKG409A - Design direct response offers</i> <i>BSBMKG414A – Undertake marketing activities</i>	<ul style="list-style-type: none"> • 8 October • 5 November • 26 November 	<ul style="list-style-type: none"> • 2 November • 23 November • 14 December
Holiday: 15 December – 6 January 2013			