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# Sales and Marketing

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## Diploma of Marketing (Incorporating Certificate IV in Marketing)

Ensure your marketing campaigns are effective, creative and deliver results. This program covers a range of contemporary high level marketing and communication concepts and develops management skills. This program will equip you with effective marketing solutions.

<b>Duration:</b>	2 years part-time.
<b>Location:</b>	Bracken Ridge or TAFE Open Learning (distance and/or online).
<b>Further Study:</b>	Advance to university degree programs where credit may apply.
<b>Opportunities:</b>	Marketing executive, marketing assistant, sales representative, event organiser.
<b>Code:</b>	4152

## Certificate I in Retail

This qualification provides the foundation skills and knowledge to be competent in routine retail settings. You may work in a team but under direct supervision.

<b>Duration:</b>	Students have 6 months from the date of enrolment to complete this qualification Intake will occur in February and July.
<b>Location:</b>	Bracken Ridge.
<b>Further Study:</b>	You may undertake further study in the Certificate II in Retail.
<b>Opportunities:</b>	Retail industry.
<b>Code:</b>	4113

## Certificate II in Retail

Students participating in this program will gain the basic skills required to work in the retail industry.

<b>Duration:</b>	Students have 12 months from date of enrolment to complete this qualification Intake will occur in February and July.
<b>Location:</b>	Bracken Ridge.
<b>Further Study:</b>	Students may undertake further study in the Certificate III in Retail.
<b>Opportunities:</b>	Retail industry.
<b>Code:</b>	3565

### Certificate III in Retail

This qualification provides you with the skills and knowledge to be employed in various retail store settings, such as specialty stores, supermarkets, department stores and retail fast food outlets.

- Duration:** Students have 12 months from date of enrolment to complete this qualification  
Intake will occur in February and July.
- Location:** Bracken Ridge.
- Further Study:** You may undertake further study in the Certificate IV in Retail.
- Opportunities:** Employee, supervisor or manager in the retail industry.
- Code:** 3768

### Certificate IV in Retail

This qualification provides you with the skills and knowledge necessary to be competent in the first line management skills of those working in the retail and/or wholesale industries.

- Duration:** You have 12 months from date of enrolment to complete the qualification  
Intake for this program will occur in February and July.
- Location:** Bracken Ridge.
- Further Study:** Diploma of Retail Management, Diploma of Business Management.
- Opportunities:** Manager in the retail industry.
- Code:** 4114



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# Sport and Recreation

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## Certificate III in Fitness

This program is designed for people who wish to work in the fitness industry. You will study anatomy and physiology, biomechanics, nutrition, exercise instruction and how to design a fitness program.

<b>Duration:</b>	6 months full-time.
<b>Location:</b>	Bracken Ridge, Caboolture.
<b>Further Study:</b>	Certificate IV in Fitness and Diploma of Fitness.
<b>Opportunities:</b>	Conductor of fitness assessments and design exercise programs.
<b>Code:</b>	2977



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# Travel and Tourism

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## **Certificate III in Tourism (Retail Travel Sales)**

This qualification provides you with the skills and knowledge to enter the travel industry at an operator's level. Learn the skills required to work in a retail office or shopfront environment where the planning of customer travel and touring arrangements takes place.

<b>Duration:</b>	6 months full-time. 12 months part-time. Commences February and July.
<b>Location:</b>	Ithaca.
<b>Further Study:</b>	Diploma programs in tourism.
<b>Opportunities:</b>	Travel agent.
<b>Code:</b>	2809, 3845

## **Diploma of Tourism**

This qualification will provide you with managerial skills in tourism operations, marketing and product development, as well as reservations, fares and destination knowledge.

<b>Duration:</b>	12 months full-time. Commences February and July.
<b>Location:</b>	Ithaca.
<b>Further Study:</b>	Progress to university degree programs.
<b>Opportunities:</b>	Supervisor/manager of a travel agency or tourism office, owner/operator of a tourism business.
<b>Code:</b>	1713

### Certificate III in Events

An ideal qualification for those employed in either travel and tourism or event management. Studies include the planning of catering for an event or function, providing event staging support, coordinating marketing activities and selecting venues and event sites.

- Duration:** 6 months full-time.  
Commencing February and July.
- Location:** Ithaca.
- Further Study:** Diploma of Events.
- Opportunities:** Events assistant, conference assistant, function/event supervisor.
- Code:** 3410

### Diploma of Events

The Diploma of Events is a qualification designed for application across multiple industries, in particular hospitality and professional conference organisation. It incorporates managing projects, planning and managing meetings, evaluating and addressing event regulatory requirements.

- Duration:** 12 months full-time.  
Commencing February and July.
- Location:** Ithaca.
- Further Study:** Advanced Diploma of Events or progress to university degree program.
- Opportunities:** Conference coordinator or assistant, banquet coordinator, sales executive.
- Code:** 4061



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# Warehousing and Logistics

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## **Certificates I, II, III and IV in Transport (Warehousing and Storage)**

These Certificates are valuable qualifications for those who would like to enter or progress in the Transport and Distribution sector.

This program is designed for people who coordinate stock-takes, freight, organise transportation of goods, assess and monitor stock levels and check and evaluate records and documentation.

<b>Duration:</b>	Will depend on industry experience (RPL). Workshops and on-the-job training available.
<b>Location:</b>	In the workplace
<b>Opportunities:</b>	Warehouse supervisor and storage industry supervisor.
<b>Code:</b>	3851

## **Certificates I, II, and III in Transport and Distribution (Logistics Operations)**

The Certificates I, II and III in Transport and Distribution (Logistics Operations) are valuable qualifications for those who would like to enter or progress in the Transport and Distribution sector.

These programs are designed for people who coordinate logistics operations, freight forwarding, organise transportation of goods and check and evaluate records and documentation.

<b>Duration:</b>	Will depend on industry experience (RPL). Workshops and on-the-job training available.
<b>Location:</b>	In the workplace.
<b>Opportunities:</b>	Logistics supervisor and operation supervisor.
<b>Code:</b>	4157