



## Course Information: BSBESB404 - Market new business ventures

### Nationally Recognised Code & Title

BSBESB404 - Market new business ventures

### Course Summary

This unit describes the skills and knowledge required to develop and implement a marketing strategy that is integrated into the business plan in order to improve the performance of a business venture. It involves analysing and interpreting market data.

The unit applies to those establishing a business providing self-employment, as well as those establishing a new venture as part of a larger organisation.



### Career Pathway

This unit is accepted by the Department of Health for the beauty industry and is part of the Diploma of Beauty training package for Cosmetic Tattoo Courses.

This unit applies to beauty therapists who work in beauty therapy salons, clinics or cosmetic medical clinics. These therapists work autonomously and make decisions.

### Course Fee

\$599 per candidate.

### Course Duration

This unit is completed by self-paced work online. The nominal hours for the course are 75hrs

Online access remains live for 3 months. Please see information below regarding extensions.

### Course Delivery Mode

Online.

### Course Pre-Requisites

Nil.



## Course Information: BSBESB404 - Market new business ventures

### Student Requirements

- Basic Language, literacy and numeracy skills in English (LLN)
- Victorian Student Number (VSN) - Victoria only:
  - *VSNs are issued to all students enrolled in Victorian schools and to students enrolled at a TAFE or in an accredited course with an RTO. For a copy of your VSN please contact your current school Or call 1800 822 635.*
- Unique Student Identifier (USI) – Australia wide:
  - *A USI is a reference number made up of numbers and letters. It creates a secure online record of your nationally recognised training that you can access anytime and anywhere, and it's yours for life. To receive a Statement of Attainment when completing your course, you will need to give us a copy your USI number. Creating a USI is free. To obtain this USI if you don't already have one please follow the link below: <http://www.usi.gov.au>*
- Access to a functional pc or tablet device with video recording capabilities, internet access and Chrome internet browser.

### Topics Included

The course covers the theory and practice associated with:

- Develop marketing strategy for business venture
- Establish marketing mix for the business venture
- Implement marketing strategy
- Evaluate marketing performance

### Assessment Tasks

Demonstrate knowledge required to complete the tasks outlined in elements and performance criteria of this unit. Refer to training.gov for more specific examples on assessments and tasks.

Video footage of demonstration is acceptable.

Students are also required to research and have knowledge of State legislation and regulations relevant to the state you are working.

Underpinning knowledge is assessed through theory activities.



## Course Information: BSBESB404 - Market new business ventures

### Enrolment

Please visit <https://elearning.ezetrainingcourses.com> to create a user account and select your course to begin the enrolment process.

### About EZE Training

Eze Training is a boutique Registered Training Organisation (RTO) that has grown out of the vision to bring a love for self-expression and combined it with an entrepreneurial spirit. Our point of difference is that we are grounded in the industry, and we can compete on the "big stage" while giving a personalized experience to our customers.

This means if you are an individual who wants training or an employer who wants to up-skill your staff then we will give you a dedicated Learner Coordinator who will be your one point of contact to assist you in the journey from enrollment to graduation and on to the next stage of your career. Our RTO number is 6590.

### Extensions, Withdrawals and Refund Policies

All our courses require a non-refundable minimum deposit to secure your spot. Eze Training complies with Australian Consumer Law in regard to refunds. We are not required to provide a refund if you change your mind about the course that you have chosen to enrol into. Please see our Student Handbook for additional information on our Terms and Conditions.

To place a refund request, please email our head office at [info@ezetraining.com.au](mailto:info@ezetraining.com.au) with the subject "Refund Request". Please include the details of your person, the course you purchased and the reasoning for your refund. Please include any further details or attachments that further aid your refund request.

Whilst course fees are non-refundable, the decision of assessing the extenuating circumstances and refund requests rests with the CEO and management and shall be assessed on a case by case basis with their decision being final.

If you are having difficulties completing your course or attending on the allocated training day, you can transfer your course to another date or request an extension – This must be done within two weeks of your face-to-face training for those attending practical sessions or before your expiration date with online courses. Please be sure to read through your course's information regarding expirations and due dates.

To place an extension request, please email our head office at [info@ezetraining.com.au](mailto:info@ezetraining.com.au) with the subject "Extension Request" and to request a change of date, please email our head office at [info@ezetraining.com.au](mailto:info@ezetraining.com.au) with the subject "Change of Date Request". Please include all details or attachments that further aid any of your requests.



**Course Information:**  
**BSBESB404 - Market new business ventures**

More information

For further information on our courses, please use the following contact details:

Phone: 1300 552 044

Email: [info@ezetraining.com.au](mailto:info@ezetraining.com.au)

Website: [www.ezetrainingcourses.com](http://www.ezetrainingcourses.com)