

Sales, Marketing & Advertising Domain of the Business Services Training Package

Supports Unit Code	Stock Code	Resource Title	Type	Unit Price
BSBMKG301A	PM31	Basic Marketing Research 1st Ed. 2004 (Burns) ISBN 0131296132	Reference	\$102.95
BSBMKG301A	SM31	Research the Market	Learners Guide	\$36.95
BSBMKG302A	SM32	Identifying Marketing Opportunities	Learners Guide	\$36.95
BSBMKG401A	SM41	Profile the Market	Learners Guide	\$29.95
BSBMKG402A & 403A	PM42	Buyer Behaviour: Implications for Marketing ISBN 0733908624	Reference	\$61.95
BSBMKG402A	SM42	Analyse Consumer Behaviour for Specific Markets	Learners Guide	\$29.95
BSBMKG403A	SM43	Analyse Market Data	Learners Guide	\$36.95
BSBMKG404A 501A, 502A, 601A 602A, 603A	PM44	Marketing Management: 12th Ed. (Kotler) ISBN 0131457578	Reference	\$127.95
BSBMKG404A	SM44	Forecast Market & Business Needs	Learners Guide	\$39.95
BSBMKG405A	SM45	Implement and Monitor Marketing Activities	Learners Guide	\$29.95
BSBMKG406A & 407A	PM46	Business Communication Handbook 7 th Ed. ISBN 1741033926	Reference	\$59.95
BSBMKG406A	SM46	Build Client Relationships	Learners Guide	\$29.95
BSBMKG407A	SM47	Make a Presentation	Learners Guide	\$29.95
BSBMKG503A	PM53	Integrated Advertising, Promotion and Marketing Communication, (Clow & Baack) - 2007 ISBN 0131866222	Reference	\$117.95
BSBMKG504A & 505A	PM54	Business Policy Game Players Manual, 4 th Ed. Cotter ISBN 0133391442	Reference	\$107.95
BSBMKG604A	PM64	Direct Marketing Management 2 nd Ed. ISBN 0130804347	Reference	\$102.95
BSBMKG605A & 606A	PM65	International Marketing (Fletcher & Brown) 2ed ISBN 1740097289	Reference	\$102.95
BSBADV401A 402A, 403A, 404A	SV44	Introduction to Advertising ISBN 1741230233	Learners Guide	\$29.95
BSBADV401A 404A, 507A	PM53	Integrated Advertising, Promotion and Marketing Communication, (Clow & Baack) - 2007 ISBN 0131866222	Reference	\$117.95
BSBADV402A 403A, 501A, 504A 505A, 506A, 508A 601A, 602A, 603A 605A, 605A	PV42	Kleppners Advertising Procedures 16 th Ed. Russell & Lane 2001 ISBN 0131273922	Reference	\$105.95
BSBADV502A	PV52	Elements of Copywriting, Blake & Bly ISBN 0028626303	Reference	\$32.95
BSBSLS301A 302A, 303A, 304A 305A, 306A, 401A 406A	TS40	Selling and Sales Performance	Learners Guide	\$39.50
BSBSLS301A 302A, 303A, 304A 305A, 306A, 401A	PS31	Selling Today, 9 th Edition, (Manning & Reece) ISBN 0131009524	Reference	\$99.95

To place an order with IBSA, simply fill in an order form using our stock codes and prices from this Product List. If you require any help please call one of our Customer Service staff on 03 9815 7000.