Australian Government

BSBSS00079 Digital Applications Skill Set

Release 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

BSBSS00079 Digital Applications Skill Set

Modification History

Release	Comments
Release 1	This skill set first released with BSB Business Services Training Package Version 2.0.

Description

This skill set addresses the skills, knowledge and performance requirements to develop and design digital content in the marketing and communication industry.

Pathways Information

Units from this skill set can contribute to credit towards BSB52415 Diploma of Marketing and Communication.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this skill set at the time of publication.

Skill Set Requirements

BSBEBU501 Investigate and design e-business solutions
BSBMKG524 Design effective user experiences
BSBMKG525 Design effective web search responses
BSBMKG526 Develop strategies to monetise digital engagement
BSBMKG527 Plan social media engagement
BSBMKG528 Mine data to identify industry directions

Target Group

Marketing Managers.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet the industry requirements to develop and design digital content in marketing and communication industry.

Custom Content Section

Not applicable.