



Australian Government

CUASS00043 Community Broadcasting Marketing Skill Set

Release 1

CUASS00043 Community Broadcasting Marketing Skill Set

Modification History

Release	Comments
Release 1	This skill set first released with CUA Creative Arts and Culture Training Package version 2.0.

Description

This skill set addresses the skills, knowledge and performance requirements to oversee the marketing, promotion and fundraising activities at a community broadcasting station.

Pathways Information

Units from this skill set can contribute credit towards CUA51015 Diploma of Screen and Media.

Licensing/Regulatory Information

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

Skill Set Requirements

CUAIND301 Work effectively in the creative arts industry
 BSBCMM401 Make a presentation
 BSBMGT605 Provide leadership across the organisation
 BSBMKG413 Promote products and services
 BSBPMG522 Undertake project work
 BSBPUB503 Manage fundraising and sponsorship activities

Target Group

This skill set is for people working, either paid or voluntarily, in marketing in a community broadcasting station, where there are supporting management roles.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services and CUA Creative Arts and Culture Training Packages meet the training requirements for community broadcasting station marketing managers.