



**Australian Government**

# **CUFSS00006 Community Broadcasting Marketing Skill Set**

**Release: 1**

## CUFSS00006 Community Broadcasting Marketing Skill Set

### Modification History

Not applicable.

### Description

Not applicable.

### Pathways Information

<b>Pathway</b>	All units except CUFIND301B provide credit towards CUF50107 Diploma of Screen and Media and other qualifications that allow for selection of these units.  CUFIND301B provides credit towards CUF30107 Certificate III in Media and CUF40107 Certificate IV in Screen and Media.
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### Licensing/Regulatory Information

Not applicable.

### Skill Set Requirements

<b>Units</b>	CUFIND301B	Work effectively in the screen and media industries
	BSBMGT605B	Provide leadership across the organisation
	BSBMKG413A	Promote products and services
	BSBCMM401A	Make a presentation
	BSBPUB503A	Manage fundraising and sponsorship activities
	BSBPMG510A	Manage projects

## Target Group

<b>Target group</b>	This skill set is for people overseeing the marketing, promotion and fundraising activities at community broadcasting stations, where there are supporting management roles, either paid or voluntary (e.g. administrator, general manager).
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## Suggested words for Statement of Attainment

<b>Suggested form of words for Statement of Attainment</b>	These competencies meet industry requirements for community broadcasting station marketing managers.
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