



**Australian Government**

# **AURSS00061 Motorsports Marketing Skill Set**

**Release 1**

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## Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

## Description

This skill set addresses the skills and knowledge required to market and promote motorsport events and team activities in the automotive retail, service and repair industry.

This skill set may only be undertaken in addition to, or as part of, any Certificate III or higher in AUR Automotive Retail, Service and Repair Training Package.

## Pathways Information

The units in this skill set provide credit towards:

- AUR40320 Certificate IV in Motor Sport Technology
- any other qualifications that allow for selection of these units.

## Licensing/Regulatory Information

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

## Skill Set Requirements

AURMCA101 Manage motor sport team media liaison

AURMCA102 Manage motor sport team promotional partnerships and marketing

BSBMKG412 Conduct e-marketing communications

BSBMKG413 Promote products and services

## Target Group

This skill set is for individuals who market and promote motorsports events and team activities in the automotive retail, service and repair industry.

## **Suggested words for Statement of Attainment**

These units of competency are drawn from the AUR Automotive Retail, Service and Repair Training Package and meet the needs of workers required to market and promote motorsports events and team activities.