



Australian Government

BSBSS00054 Small Business Marketing Skill Set

Release 2

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Modification History

Release	Comments
Release 2	This version released with BSB Business Services Training Package Version 2.0. Version created to update Pathways
Release 1	This Skill Set first released with BSB Business Services Training Package Version 1.0.

Description

This skill set is for small business practitioners who are conducting marketing activities. It may relate to people who operate a small business on a day-to-day basis either as an owner–operator or as an employed operator/manager.

Pathways Information

Units in this skill set may provide credit towards BSB30315 Certificate III in Micro Business Operations, BSB42515 Certificate IV in Small Business Management and BSB42615 Certificate IV in New Small Business.

Licensing/Regulatory Information

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

Skill Set Requirements

BSBMKG401 Profile the market
BSBMKG414 Undertake marketing activities
BSBMKG419 Analyse consumer behaviour
BSBSMB403 Market the small business
BSBSMB301 Investigate micro business opportunities

Target Group

Marketing staff

Suggested words for Statement of Attainment

These units of competency meet the industry requirements for conducting marketing activities for a small business.