BSBSS00079 Digital Applications Skill Set

Release 2

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Modification History

Release	Comments
Release 2	This version first released with BSB Business Services Training Package Version 3.0.

Version created to update codes and titles in unit list. |
| Release 1 | This version 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

BSBEBU511 Development and implement an e-business strategy

BSBMKG528 Mine data to identify industry directions

BSBMKG534 Design effective digital user experiences

BSBMKG535 Devise a search engine optimisation strategy

BSBMKG536 Develop strategies to monetise digital engagement

BSBMKG537 Develop a social media engagement plan

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.