



Australian Government

BSBSS00080 Media Engagement Skill Set

Release 1

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Modification History

Release	Comments
Release 1	This skill set first released with BSB Business Services Training Package Version 2.0.

Description

This skill set addresses the skills, knowledge and performance requirements to carry out media engagement 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

BSBADV507 Develop a media plan
BSBMKG510 Plan e-marketing communications
BSBMKG529 Manage client account

Target Group

Marketing and Advertising Managers.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet the industry requirements to carry out media engagement in the marketing and communication industry.

Custom Content Section

Not applicable.