



Australian Government

BSBSS00082 Marketing Elements 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 is for those who are seeking to enter the world of marketing and communication.

Pathways Information

Units from this skill set can contribute to credit towards BSB42415 Certificate IV in 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

BSBMKG401 Profile the market
BSBMKG408 Conduct market research
BSBMKG413 Promote products and services
BSBMKG419 Analyse consumer behaviour
BSBRES401 Analyse and present research information

Target Group

Entrants into the marketing and communication industry.

Suggested words for Statement of Attainment

These units of competency from BSB Business Services Training Package meet the industry requirements for people entering the world of marketing and communication.

Custom Content Section

Not applicable.