



**Australian Government**

# **BSBSS00082 Marketing Elements Skill Set**

**Release 2**

## BSBSS00082 Marketing Elements Skill Set

### Modification History

| Release   | Comments                                                                                                                                         |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Release 2 | This version first released with BSB Business Services Training Package Version 3.0.<br>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 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

BSBRES411 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.