



**Australian Government**

# **BSBSS00083 Marketing Operations Skill Set**

**Release 1**

## BSBSS00083 Marketing Operations Skill Set

### 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 staff seeking to enter marketing and communication operations.

### 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

BSBMKG501 Identify and evaluate marketing opportunities  
BSBMKG502 Establish and adjust the marketing mix  
BSBMKG514 Implement and monitor marketing activities  
BSBMKG515 Conduct a marketing audit  
BSBMKG520 Manage compliance within the marketing legislative framework  
BSBMKG522 Plan measurement of marketing effectiveness

### 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 in marketing and communication operations roles.

## **Custom Content Section**

Not applicable.