



Australian Government

BSBSS00086 Campaign Management 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 manage campaigns 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

BSBADV602 Develop an ad campaign
BSBADV603 Manage advertising production
BSBADV604 Execute an advertising campaign
BSBADV605 Evaluate campaign effectiveness
BSBMKG529 Manage client account

Target Group

Campaign Managers.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet the industry requirements to manage campaigns in the marketing and communication industry.

Custom Content Section

Not applicable.