



**Australian Government**

# **BSBSS00099 Communications and Public Relations Foundations Skill Set**

**Release: 1**

# BSBSS00099 Communications and Public Relations Foundations Skill Set

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

## Description

This skill set addresses the skills and knowledge to assist communications and public relations functions for a range of purposes required by an organisation.

## Pathways Information

Units from this skill set can contribute to credit towards BSB40820 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

BSBMKG439 Develop and apply knowledge of communications industry  
BSBMKG440 Apply marketing communication across a convergent industry  
BSBMKG441 Develop public relations documents

## Target Group

This skill set is for individuals who work in an organisation and assist the communications and public relations functions.

## Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet industry requirements for foundational communications and public relations skills required in an organisation.