



**Australian Government**

# **BSBSS00107 Marketing and Communication Foundations Skill Set**

**Release: 1**

# BSBSS00107 Marketing and Communication 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 support marketing and communications for a range of purposes required within an organisation as well as meeting the entrance requirements for the BSB50620 Diploma of Marketing and Communication.

## 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

BSBCMM411 Make presentations

BSBCRT412 Articulate, present and debate ideas

BSBMKG433 Undertake marketing activities

BSBMKG435 Analyse consumer behaviour

BSBMKG439 Develop and apply knowledge of communications industry

BSBWRT411 Write complex documents

## Target Group

This skill set is for individuals who are required to support marketing and communications within an organisation and/or must satisfy the Entry Requirements for BSB50620 Diploma of Marketing and Communication.

## **Suggested words for Statement of Attainment**

These units of competency from the BSB Business Services Training Package meet industry requirements for an individual who supports marketing and communications in an organisation.