



Australian Government

BSBSS00108 Marketing and Communication Skill Set

Release: 1

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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 undertake marketing and communications for a range of purposes required within an organisation as well as meeting the entrance requirements for BSB60520 Advanced Diploma of Marketing and Communication.

Pathways Information

Units from this skill set can contribute to credit towards BSB50620 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

- BSBMKG541 Identify and evaluate marketing opportunities
- BSBMKG542 Establish and monitor the marketing mix
- BSBMKG552 Design and develop marketing communication plans
- BSBMKG555 Write persuasive copy
- BSBPMG430 Undertake project work

Target Group

This skill set is for individuals who are required to undertake marketing and communications within an organisation as well as those seeking to satisfy the Entry Requirements for BSB60520 Advanced 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 undertakes marketing and communications in an organisation.