



Australian Government

BSBSS00022 Small Business Marketing Skill Set

Release: 1

BSBSS00022 Small Business Marketing Skill Set

Modification History

Not applicable.

Description

Not applicable.

Pathways Information

Pathway	<p>BSBSMB301A Investigate micro business opportunities provides credit towards the BSB30307 Certificate III in Micro Business Operations.</p> <p>BSBMKG414B Undertake marketing activities and BSBSMB403A Market the small business provide credit towards the BSB40407 Certificate IV in Small Business Management.</p> <p>BSBMKG401B Profile the market and BSBMKG402B Analyse consumer behavior for specific markets provide credit towards the BSB41307 Certificate IV in Marketing.</p>
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Licensing/Regulatory Information

Not applicable.

Skill Set Requirements

Units	BSBMKG401B	Profile the market
	BSBMKG402B	Analyse consumer behaviour for specific markets
	BSBMKG414B	Undertake marketing activities
	BSBSMB403A	Market the small business
	BSBSMB301A	Investigate micro business opportunities

Target Group

Target Group	This skill set is for small business practitioners who are conducting marketing activities. It may relate to people who operate a small business on a day-to-day basis either as an owner-operator or as an employed operator/manager.
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Suggested words for Statement of Attainment

Suggested form of words for Statement of Attainment	These units of competency meet the industry requirements for conducting marketing activities for a small business.
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