



**Australian Government**

# **CUASS00099 Community Broadcasting Marketing Skill Set**

**Release 2**

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## Modification History

Release	Comments
Release 2	This version first released with CUA Creative Arts and Culture Training Package Version 6.0.  Correction to Mapping Information. Supersedes and is equivalent to CUASS00043 Community Broadcasting Marketing Skill Set.
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

## Description

This skill set addresses the skills, knowledge and performance requirements to oversee the marketing, promotion and fundraising activities at a community broadcasting station.

## Pathways Information

Units from this skill set can contribute credit towards CUA51020 Diploma of Screen and Media.

## Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this skill set at the time of publication.

## Skill Set Requirements

CUAIND311 Work effectively in the creative arts industry  
 BSBCMM411 Make presentations  
 BSBLDR602 Provide leadership across the organisation  
 BSBMKG434 Promote products and services  
 BSBPMG430 Undertake project work  
 BSBPUB503 Manage fundraising and sponsorship activities

## Target Group

This skill set is for people working, either paid or voluntarily, in marketing in a community broadcasting station, where there are supporting management roles.

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

These units of competency from the BSB Business Services and CUA Creative Arts and Culture Training Packages meet the training requirements for community broadcasting station marketing managers.