



**Australian Government**

# **SIRSS00005 Marketing**

**Release: 1**

## SIRSS00005 Marketing

### Modification History

The version details of this skill set are in the table below. The latest information is at the top.

Release	Comments
First Release	New skill set

### Description

Not applicable.

### Pathways Information

These units provide a credit towards the SIR50112 Diploma of Retail Management.

### Licensing/Regulatory Information

Readers should ensure that they have also read the part of the Training Package that outlines licensing and regulatory requirements.

### Skill Set Requirements

Units	Unit Code	Unit Title
	SIRXEBS001A	Acquire and retain online customers
	SIRXFIN005A	Manage operations to budget
	SIRXMPR007A	Devise a strategic marketing plan
	SIRXSLS009A	Manage sales teams

### Target Group

This skill set provides the skills and knowledge required for a manager in the retail services setting.

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

These competencies from the SIR07 V3 Retail Services Training Package meet skills required to undertake the marketing role in a small retail store or department.