



Australian Government

BSBSS00077 Marketing and Communication Foundations Skill Set

Release 1

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Modification History

Release	Comments
Release 1	This skill set first released with BSB Business Services Training Package Version 2.0.

Description

This skill set addresses the skills, knowledge and performance requirements to work in the marketing and communication industry.

Pathways Information

Units from this skill set can contribute to credit towards BSB42415 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

BSBCMM401 Make a presentation

BSBCRT401 Articulate, present and debate ideas

BSBMGT407 Apply digital solutions to work processes

BSBMKG417 Apply marketing communication across a convergent industry

BSBMKG418 Develop and apply knowledge of marketing communication industry

Target Group

Entrants into the marketing and communication industry.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet the industry requirements to work in the marketing and communication industry.

Custom Content Section

Not applicable.