



Australian Government

BSBSS00078 Creative Communication 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 develop creative communication within the marketing and communication industry.

Pathways Information

Units from this skill set can contribute to credit towards BSB52415 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

BSBADV509 Create mass print media advertisements
BSBADV510 Create mass electronic media advertisements
BSBCRT501 Originate and develop concepts
BSBMKG530 Create distributed multiplatform digital advertisements
BSBWRT501 Write persuasive copy
ICTGAM504 Manage interactive media production

Target Group

Managers.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet the industry requirements to develop creative communication within the marketing and communication industry.

Custom Content Section

Not applicable.