



Australian Government

BSBSS00081 Public Relations 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 public relations.

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

BSBPUB501 Manage the public relations publication process
BSBPUB502 Develop and manage complex public relations campaigns
BSBPUB503 Manage fundraising and sponsorship activities
BSBPUB504 Develop and implement crisis management plans

Target Group

Public Relations Managers.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet the industry requirements to work in public relations.

Custom Content Section

Not applicable.