



Australian Government

BSBSS00084 Strategic Marketing 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 is for staff seeking a senior marketing and communication role.

Pathways Information

Units from this skill set can contribute to credit towards BSB61315 Advanced 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

BSBMKG609 Develop a marketing plan

BSBFIM601 Manage finances

BSBMKG603 Manage the marketing processes

BSBMKG608 Develop organisational marketing objectives

BSBMKG611 Manage measurement of marketing effectiveness

Target Group

Senior level marketing and communication staff.

Suggested words for Statement of Attainment

These units of competency from BSB Business Services Training Package meet the industry requirements for people entering senior marketing and communication roles.

Custom Content Section

Not applicable.