



Australian Government

BSBSS00085 Market Analysis 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 analyse market intelligence in 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

BSBMKG501 Identify and evaluate marketing opportunities
BSBMKG502 Establish and adjust the marketing mix
BSBMKG507 Interpret market trends and developments
BSBMKG520 Manage compliance within the marketing legislative framework
BSBMKG528 Mine data to identify industry directions

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 analyse market intelligence in the marketing and communication industry.

Custom Content Section

Not applicable.