



Australian Government

SIRSS00016 Ecommerce Management

Release 1

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Modification History

Not applicable.

Description

A set of skills in Ecommerce Management.

Pathways Information

Achievement of these units may provide credit towards the SIR50116 Diploma of Retail Leadership.

Licensing/Regulatory Information

No occupational licensing, certification or specific legislative requirements apply to this Skill Set at the time of publication.

Skill Set Requirements

Unit code	Unit title
SIRXCEG007	Develop online customer service standards
SIRXECM003	Design an ecommerce site
SIRXMKT006	Develop a social media strategy
SIRXMKT007	Develop a digital marketing plan
SIRXSTR001	Develop an ecommerce strategy

Target Group

Individuals managing the operations of an ecommerce site or online retail business.

Suggested words for Statement of Attainment

These units of competency from the SIR Retail Services Training Package provide a set of skills to manage ecommerce or online retail business activity.