



Australian Government

SIRSS00026 Promotion and Marketing

Release 1

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Modification History

Not applicable.

Description

A set of skills for individuals to coordinate and maintain the promotion and marketing activities of a retail business, including in an online capacity.

Pathways Information

Achievement of the Units of Competency in this Skill Set may provide credit towards a range of qualifications in the SIR Retail Services Training Package.

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
SIRRMER001	Produce visual merchandise displays
SIRRMER003	Coordinate visual merchandising activities
SIRXMKT001	Support marketing and promotional activities
SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms
SIRXOSM003	Use social media and online tools

Target Group

This Skill Set is for individuals who are working in marketing roles in the retail industry.

Suggested words for Statement of Attainment

These Units of Competency provide a set of skills for coordinating and maintaining the promotion and marketing activities of a retail business.

Custom Content Section

Not applicable.