



Australian Government

BSBSS00098 Marketing Foundations Skill Set

Release: 1

BSBSS00098 Marketing Foundations Skill Set

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Description

This skill set addresses the skills and knowledge to assist basic marketing functions for a range of purposes required within a marketing context.

Pathways Information

Units from this skill set can contribute to credit towards BSB40120 Certificate IV in Business (Leadership, Business Operations) and BSB40820 Certificate IV in 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

BSBCRT412 Articulate, present and debate ideas

BSBCRT413 Collaborate in creative processes

BSBMKG431 Assess marketing opportunities

BSBMKG434 Promote products and services

Target Group

This skill set is for individuals working within an organisation who as part of their job role provide support in basic marketing functions.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet industry requirements for supporting basic marketing functions within organisations.