



Australian Government

BSBSS00116 Campaign Management Skill Set

Release: 1

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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 manage advertising and public relations campaigns for a range of purposes required within a marketing context.

Pathways Information

Units from this skill set can contribute to credit towards BSB60520 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

BSBMKG553 Develop public relations campaigns

BSBMKG626 Develop advertising campaigns

BSBMKG627 Execute advertising campaigns

Target Group

This skill set is for individuals who are required to manage advertisement and public relations campaigns within an organisation.

Suggested words for Statement of Attainment

These units of competency from the BSB Business Services Training Package meet industry requirements for an individual that manages advertising and public relations campaigns in an organisation.