

Community Broadcasting Marketing Skill Set

Target Group	This skill set is for people overseeing the marketing, promotion and fundraising activities at community broadcasting stations, where there are supporting management roles, either paid or voluntary (e.g. administrator, general manager).
Units	<p>CUFIND301A Work effectively in the screen and media industries</p> <p>BSBMGT605B Provide leadership across the organisation</p> <p>BSBMKG413A Promote products and services</p> <p>BSBCMM401A Make a presentation</p> <p>BSBPUB503A Manage fundraising and sponsorship activities</p> <p>BSBPMG510A Manage projects</p>
Pathway	<p>All units except CUFIND301A provide credit towards CUF50107 Diploma of Screen and Media and other qualifications that allow for selection of these units.</p> <p>CUFIND301A provides credit towards CUF30107 Certificate III in Media and CUF40107 Certificate IV in Screen and Media.</p>
Suggested form of words for Statement of Attainment	These competencies meet industry requirements for community broadcasting station marketing managers.