

Small Business Marketing Skill Set

Target Group	This skill set is for small business practitioners who are conducting marketing activities. It may relate to people who operate a small business on a day-to-day basis either as an owner-operator or as an employed operator/manager.
Units	<p>BSBMKG401B Profile the market</p> <p>BSBMKG402B Analyse consumer behaviour for specific markets</p> <p>BSBMKG414A Undertake marketing activities</p> <p>BSBSMB403A Market the small business</p> <p>BSBSMB301A Investigate micro business opportunities</p>
Pathway	<p>BSBSMB301A Investigate micro business opportunities provides credit towards the BSB30307 Certificate III in Micro Business Operations.</p> <p>BSBMKG414A Undertake marketing activities and BSBSMB403A Market the small business provide credit towards the BSB40407 Certificate IV in Small Business Management.</p> <p>BSBMKG401B Profile the market and BSBMKG402B Analyse consumer behaviour for specific markets provide credit towards the BSB41307 Certificate IV in Marketing.</p>
Suggested form of words for Statement of Attainment	These units of competency meet the industry requirements for conducting marketing activities for a small business.