

**Occupation: Sustainable Business Practices Promotional Officer**

**Job Description:** employees promote sustainable business practices. The position may be in a medium to large company advising on internal and external operational sustainable business practices, or in a small company advising external clients. Employees blend general business tasks with specific promotional skills including research, analysis and reporting and presenting of information.

**Qualification:** BSB41307 Certificate IV in Marketing

This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to a more senior marketing practitioner.

The Business Services BSB07 Training Package guidelines, with the incorporation of an environmental elective have been applied to create this occupational profile:

<b>10 Units Required</b>	
<b>Core Units</b>	
BSBCMM401A	Make a presentation
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets
BSBMKG408B	Conduct market research
<b>Elective Units Selected</b>	
BSBMKG412A	Conduct electronic marketing communications
BSBMKG413A	Promote products and services
BSBMKG414A	Undertake marketing activities
BSBREL401A	Establish networks
BSBRSK401A	Identify risk and apply risk management processes
BSBSUS301A	Implement and monitor environmentally sustainable work practices