

CUASS00099 Community Broadcasting Marketing Skill Set

The Community Media Training Organisation (CMTO) is a Registered Training Organisation (RTO ID 91800) delivering Nationally Recognised Training.

We have a commitment to helping people achieve their learning goals, in a fun and supportive learning environment.

The CMTO provides specialised industry training for anyone considering a career and employment within the community broadcasting industry and the wider media.

1. How can training benefit you?

A Nationally Recognised qualification upon successful completion of the course

- Online delivery of training and assessment by experienced industry trainers and assessors
- The opportunity to choose a career path through recognised qualifications
- Learning of new skills
- Develop your existing skills further, or have your existing skills recognised with a nationally recognised qualification
- Meet new people and gain confidence in your community media management skills.

2. Who is this training for?

This skill set is designed for people working, either paid or voluntarily, in leadership or fundraising roles in a community radio station or media organisation

3. What are the entry requirements for this course?

Learners will be involved with the management of the organisation and have been through a station induction process.

It is highly desirable that learners attend station meetings (for example, at least two meetings of the Station's Board or Management Committee) and are involved in a range of station activities to complement their learning experience.

4. What are the employment outcomes for this course?

After the successful completion of this training product, participants will have the competencies required by industry to perform in senior level roles in the community media sector.

- Station manager
- Board member
- Committee member or coordinator/leader

5. What are the pathways for further studies for this course?

After the successful completion of this training product, participants will have the skills and knowledge required to participate in further studies.

Units from this skill set can contribute towards a CUA51020 Diploma of Screen and Media.

6. What are the units of competency for this course?

Consistent with the packaging rules, this training product comprises the following 6 units of competency:

- CUAIND311 Work effectively in the creative arts industry
- BSBCMM411 Make presentations
- BSBLDR602 Provide leadership across the organisation
- BSBMKG434 Promote products and services
- BSBPMG430 Undertake project work
- BSBPUB503 Manage fundraising and sponsorship activities

7. How long is the course?

The CUASS00099 Community Broadcasting Marketing Skill Set blended learning program is delivered over a period of 6 months/22 weeks.

Students should plan for the following over that period:

| Mode | Approx. hours per week |
|------------------------------|--------------------------|
| Face To Face/Online learning | 2hrs |
| Online self-paced learning | 6hrs |
| Workplace learning | 10hrs |
| Assessment | 4hrs |
| Total | 22 hours per week |

8. How is this course structured?

The course includes the following structured learning stages:

Understanding Community Broadcasting

- CUAIND311 Work effectively in the creative arts industry
- BSBCMM411 Make presentations
- BSBPUB503 Manage fundraising and sponsorship activities
- BSBMKG434 Promote products and services
- BSBLDR602 Provide leadership across the organisation

Core Concepts

- CUAIND311 Work effectively in the creative arts industry
- BSBCMM411 Make presentations
- BSBPUB503 Manage fundraising and sponsorship activities
- BSBMKG434 Promote products and services
- BSBLDR602 Provide leadership across the organisation
- BSBPMG430 Undertake project work

Sponsorship project

- BSBMKG434 Promote products and services
- BSBPUB503 Manage fundraising and sponsorship activities
- BSBPMG430 Undertake project work

Leadership

- BSBLDR602 Provide leadership across the organisation
- BSBPMG430 Undertake project work

Enterprise project

- BSBPUB503 Manage fundraising and sponsorship activities
- BSBLDR602 Provide leadership across the organisation
- BSBPMG430 Undertake project work

Final Assessments

- CUAIND311 Work effectively in the creative arts industry
- BSBCMM411 Make presentations
- BSBPUB503 Manage fundraising and sponsorship activities
- BSBMKG434 Promote products and services
- BSBLDR602 Provide leadership across the organisation
- BSBPMG430 Undertake project work

9. How is the course delivered and assessed?

Training and assessment will take place online and on-the-job at a community broadcasting station as well as a three days of face-to-face workshops in week five.

The course is delivered with both theory and practical elements and is completed both in a simulated working environment and on-the-job. The delivery of training will include a mixture of online learning activities through the Moodle Learning Management System, online group meetings, guest speaker webinars, and individual research and exercises.

Assessment is used to provide you with feedback on your progress and to measure your skills and knowledge against the training qualification requirements and those of the industry. The assessment process will include written and practical presentations, observation, and online participation and will require time for completing assignments and self-paced exercises.

10. How often are the courses offered?

The CUASS00099 Community Broadcasting Marketing Skill Set is offered on an annual basis via an application process with classes being held at times which suit the majority of students.

11. How much will it cost?

CMTO training is subsidised by the Community Broadcasting National Training - Industry Capacity & Skills Development Grant, fully subsidised courses are limited to the funding available. For fully subsidised courses, the CMTO does not charge course fees to participants.

For all other courses, including courses which are customised to your needs, contact the CMTO office for fee details.

12. Other fees

For re-issuance of Certificates and Statements of Attainments the student will be charged \$20 per document required. Payment for the re-issuance of such documents is required prior to the re-issuance occurring by the RTO.

13. How do I enrol?

Simply complete the following steps and you could be on your way to starting a course:

1. Read and understand the information contained in FORM 22 Student Information Handbook.
2. Talk with your station manager and trainer about the course.
3. Apply for a Unique Student Identifier (USI). This can be done by going to the Unique Student Identifier website (<http://www.usi.gov.au/>). All students enrolling after January 2015 must have a USI. If you would like assistance call the CMTO office on 02 9318 9626
4. Sign the Enrolment Form to show that you understand all of the information provided and return the Enrolment Form to your trainer or the CMTO.

14. Would you like more information?

Go to www.cmto.org.au where you will find out all you need to know about opportunities to learn more about the media!

Or you can contact our friendly team at the Community Media Training Organisation by calling: 02 9318 9626 (Office Hours: Mon-Fri 9am-5pm).