Assessment Requirements for BSBMKG414 Undertake marketing activities

# Modification History

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| Release | Comments |
| Release 1 | This version first released with BSB Business Services Training Package Version 1.0. |

# Performance Evidence

Evidence of the ability to:

* research marketing practices of the organisation
* plan and implement a marketing activity
* record activities and processes used in marketing activity
* review effectiveness of marketing plan.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

# Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

* describe basic foundations of marketing practices
* describe organisational policies and procedures on marketing
* outline specific product knowledge related to products and services being marketed.

# Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

* office equipment and resources
* examples of products or services to be marketed
* marketing plans, policies and procedures
* case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

# Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>