



Australian Government

**Assessment Requirements for BSBMKG417
Apply marketing communication across a
convergent industry**

Release: 1

Assessment Requirements for BSBMKG417 Apply marketing communication across a convergent industry

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Performance Evidence

Evidence of the ability to:

- Identify the convergent environment for marketing communication in establishing a client solution, including:
 - reviewing the traditional roles and client groups serviced by the marketing, advertising and public relations sectors
 - utilising the impact of capacity in communications technology
 - utilising the impact of ubiquitous enabled mobile devices
 - integrating the rise in ‘customer-centric’ and the ‘empowered customer’ in client solutions
- develop client and customer messaging that can be engaged by a target group across multiple distribution points
- create fit-for-purpose tools, techniques and solutions that are effective within a convergent media environment
- establish processes that empower customers
- work with client and customers to implement an integrated solution within a highly iterative environment
- engage effectively with experts and others within the industry.

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:

- identify the characteristics and points of difference between traditional and convergent approaches to marketing communication
- explain how customers take a central and empowered role within convergent marketing
- list the impact of convergence on the traditional siloed industry

- identify the current key technologies and distributed services that impact on convergent solutions
- list the type of experts and business networks appropriate to a convergent marketing solution
- list relevant and current legislation, regulation and organisational policy to the field of marketing communication.

Assessment Conditions

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

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources
- case studies, or where possible, real situations
- industry software packages and apps.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>