



Australian Government

**Assessment Requirements for
CUAMKG301 Assist with marketing and
promotion**

Release: 2

Assessment Requirements for CUAMKG301 Assist with marketing and promotion

Modification History

Release	Comments
Release 2	This version released with CUA Creative Arts and Culture Training Package version 2.0. Updated assessment conditions section. Updated modification history section to reflect changed name of training package.
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 1.0.

Performance Evidence

Evidence of the ability to:

- undertake a range of tasks to assist with promoting at least one event or activity
- maintain a database of industry contacts
- work cooperatively in a team environment.

Note: If a specific volume or frequency is not stated, then evidence must be provided for each of the above points at least once.

Knowledge Evidence

To complete the unit requirements the individual must:

- provide examples of sources of marketing information about own industry sector
- describe the market for different types of products and services in own industry sector
- describe the ways in which different types of businesses present and promote their products and services
- describe the formats and features of different types of promotional materials, and ways in which they can be produced
- describe issues and challenges that typically arise in the context of assisting with marketing and promotional activities, and suggest ways of addressing them
- provide examples of networking and distribution channels relevant to own industry sector.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- an environment in which promotional activities are undertaken
- resources required for marketing activities.

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

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>