



Australian Government

Assessment Requirements for AHCBUS502 Market products and services

Release: 1

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Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- collect, analyse and present data in the internal and external business environment
- identify the marketable features of the product and potential markets
- assess alternative marketing strategies and techniques to meet business plan objectives
- evaluate performance targets and recommend modifications or improvements
- plan, implement and evaluate a marketing strategy
- plan to manage promotional activities
- develop and manage budgets
- monitor product, pricing and distribution policies to improve market performance.

Knowledge Evidence

The candidate must demonstrate knowledge of:

- financial management and budgeting
- price risk management
- performance evaluation measures
- competitors strengths and weaknesses
- business planning process
- customer relations policies
- market conditions and forces
- enterprise goals, objectives and directions
- markets and market analysis
- communication and promotion skills
- sales and marketing principles and practices
- principles of trend analysis

- legal issues that affect marketing activities (trade practices, Fair Trading Acts, Sales of Goods Acts)
- industry and marketing knowledge including sales networks and distribution systems, and customer trends and preferences
- demographic studies and their application in the development of a marketing plan.

Assessment Conditions

Competency is to be assessed in the workplace or simulated environment that accurately reflects performance in a real workplace setting.

Assessors must satisfy current standards for RTOs.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>