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

Modification History

<table>
<thead>
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<th>Release</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Release 1</td>
<td>This version first released with BSB Business Services Training Package Version 2.0.</td>
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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**