BSBMKG418 Develop and apply knowledge of marketing communication industry

Release: 1

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Modification History

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

Application

This unit describes the skills and knowledge required to research, analyse and apply knowledge within the marketing communication industry with due consideration to legal and ethical constraints and the digital communication convergent environment.

It applies to individuals who work in entry-level positions with a general knowledge of the structure, organisation and function of the marketing communication industry. Individuals in this role may provide limited leadership and guidance to others.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Develop knowledge of the marketing communications industry	1.1 Identify and access sources of information on the marketing communication industry
	1.2 Seek information on the structure and operation of the marketing communication industry
	1.3 Obtain information on marketing communication industry sectors, associations, networks and societal role
	1.4 Identify and access information on key stakeholders
	1.5 Apply industry information appropriately in everyday activities related to typical work roles

ELEMENT	PERFORMANCE CRITERIA
2. Identify industry employment obligations and opportunities	2.1 Obtain information regarding employment obligations and opportunities relevant to the marketing communication industry 2.2 Apply information on employment opportunities and obligations in everyday activities related to typical work roles
3. Identify future trends within the marketing communications industry	3.1 Research developments for marketing communication within digital communications technology 3.2 Scope the relative impact of new and alternative technologies on the industry 3.3 Apply information on future trends in everyday activities related to typical work roles
4. Update industry knowledge	4.1 Conduct formal and informal research to update general knowledge of the industry continuously 4.2 Monitor current issues of concern to the industry 4.3 Share updated knowledge with client and colleagues 4.4 Incorporate updated knowledge into everyday activities related to typical work roles

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.4, 2.1, 3.1, 3.2, 4.1, 4.2	• Gathers, interprets and analyses a variety of textual information from a range of sources to identify relevant and key information
Writing	1.5, 3.2, 3.3, 4.3, 4.4	• Integrates information from a number of sources to create cohesive documents using suitable format and grammatical structure, with clear, logical language suitable to the audience and purpose
Oral Communication	4.3	• Presents information using language appropriate to audience
Numeracy	3.1, 3.2	• Uses mathematical skills to interpret data and statistical information

Navigate the world of work	2.1, 2.2	• Understands and adheres to legal and regulatory responsibilities related to own work
Interact with others	4.3	• Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information
Get the work done	1.5, 2.2, 3.3, 4.4	• Applies industry knowledge to work tasks • Uses a continuous learning approach to improve capacity to work effectively and identify and solve problems as they occur, and to address emerging opportunities and issues

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG418 Develop and apply knowledge of marketing communication industry	Not applicable	New unit	No equivalent unit

Links

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