



Australian Government

Assessment Requirements for BSBMKG421 Optimise digital media impact

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.

Performance Evidence

Evidence of the ability to:

- establish realistic digital channel performance measures
- analyse digital media data and offline information to determine engagement characteristics of target audience
- identify variation between target and actual performance
- create a digital media learning environment
- model and test alternative methods and techniques to optimise digital impact
- respond rapidly to changing expectations, feedback and technological environment
- utilise tools and technologies to monitor digital activity
- work effectively as a team member in a rapidly changing environment
- use data evaluation methods accurately.

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:

- list current industry tools and technologies used in digital media channels
- explain current industry level performance metrics and measures
- compare characteristics of users across alternative digital channels
- identify nodes of integration across multiple digital environments.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications 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 (where applicable).

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>