



Australian Government

Assessment Requirements for BSBMKG433 Undertake marketing activities

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- support marketing activities for a product or service, including:
 - researching marketing practices of the organisation
 - planning and implementing a marketing activity
 - recording activities and processes used in marketing activity.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- concept of marketing, including concepts relating to:
 - production
 - products
 - selling
 - societal marketing
- sources of marketing information
- basic foundations of marketing practices
- organisational marketing policies and procedures
- specific product knowledge related to products and services being marketed.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- workplace equipment and resources relevant to performance evidence

- examples of products or services to be marketed
- marketing plans, policies and procedures.

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 Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>