



**Australian Government**

# **Assessment Requirements for BSBMKG434 Promote products and services**

**Release: 1**

# Assessment Requirements for BSBMKG434 Promote products and services

## 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:

- Promote at least three products or services.

In the course of the above, the candidate must:

- identify the context for the promotional activities, including:
  - relevant legislation and regulations
  - organisation's goals, objectives, systems, policies and procedures
  - budget and timelines
  - marketing needs and, if defined, marketing plans
  - objectives of the promotional activities
- consult with relevant stakeholders to plan promotional activities to meet objectives, budget and timelines
- coordinate promotional activities including:
  - allocating roles and responsibilities
  - using communication channels to convey responsibilities
  - obtaining relevant resources and promotional products
- analyse feedback and data to evaluate the effectiveness of planning processes and promotional activities and make recommendations on future directions of promotional activities.

## 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:

- legislative and regulatory context of the organisation as relevant to promotional activities
- content of action plans, including:
  - task steps

- costs
- timeframe
- resources and responsibilities
- internal and external stakeholders involved in coordinating promotional activities
- planning processes for organising promotional activities
- organisation's marketing objectives and how they support the overall business objectives
- common promotional activities that could be used to support the marketing objectives.

## 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:

- legislation, regulations, standards and codes for promoting products and services
- workplace documentation and resources for promoting products and services.

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>