Assessment Requirements for BSBMKG437 Create and optimise digital media

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:

- create and optimise at least two different digital media.

In the course of the above, the candidate must:

- establish digital channel performance measures
- analyse digital media data and offline information and determine engagement characteristics of target audience
- identify variation between target and actual performance
- model and test alternative methods and techniques to optimise digital impact
- respond to changing expectations, feedback and technological environment
- use tools and technologies to monitor digital activity
- use data evaluation methods.

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:

- current industry tools and technologies used in digital media channels
- types of digital deliverables, including:
  - visualisations
  - dashboards
- industry level performance metrics and measures
- characteristics of users across alternative digital channels
- nodes of integration across multiple digital environments.

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 and regulations for digital media
- communications equipment and technology required for task
- workplace documentation and resources relevant to digital media
- industry software packages and apps according to task requirements.

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