Assessment Requirements for BSBMKG439 Develop and apply knowledge of communications industry

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.
Release 2	This version first released with BSB Business Services Training Package Version 7.1. Version created to rectify typographical error.

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:

- research and report on the communications industry.

In the course of the above, the candidate must:

- scope the impact of new and alternative communication technology on the communications industry
- research and report on the current issues affecting the communications industry.

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 issues and trends which affect the communications industry
- employment obligations and opportunities of the communications industry
- industry structures and networks
- organisational and client operating environments, structures, and business and marketing plans
- current digital communications technologies, platforms and devices
- principles and practices of communications and media strategies
- trends including impact of technologies on the industry.

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 relevant to communications industry
- communications equipment and technology
- workplace documentation and resources relevant to performance evidence.

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