



**Australian Government**

**Assessment Requirements for BSBMKG440  
Apply marketing communication across a  
convergent industry**

**Release: 1**

# Assessment Requirements for BSBMKG440 Apply marketing communication across a convergent industry

## 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:

- apply marketing communication to one product or service across convergent media sectors.

In the course of the above, the candidate must:

- identify the convergent environment for marketing communication in establishing a client solution, including:
  - reviewing the traditional roles and client groups serviced by the marketing, advertising and public relations sectors
  - using the impact of capacity in communications technology
  - using the impact of ubiquitous enabled mobile devices
  - integrating the rise in ‘customer-centric’ and the ‘empowered customer’ in client solutions
- develop client and customer messaging that can be engaged by a target group across multiple distribution points
- create fit-for-purpose tools, techniques and solutions that are effective within a convergent media environment and verify with relevant personnel
- establish processes that empower customers
- work with client and customers to implement an integrated solution within a highly iterative environment
- engage with experts and others within the 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:

- characteristics of convergent approaches to marketing communication
- customers role within convergent marketing

- impact of convergence on traditional marketing approaches
- current technologies and distributed services that impact on convergent solutions
- situations requiring engagement of technology experts
- type of experts and business networks appropriate to a convergent marketing solution
- legislation, regulation and organisational policy to the field of marketing communication.

## **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 marketing across a convergent industry
- workplace documentation and resources for marketing across a convergent industry.

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>