



**Australian Government**

# **Assessment Requirements for BSBMKG509 Implement and monitor direct marketing activities**

**Release: 1**

# Assessment Requirements for BSBMKG509 Implement and monitor direct marketing activities

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

## Performance Evidence

Evidence of the ability to:

- allocate responsibilities to team members and external suppliers for direct marketing campaign
- coordinate resources, tools and personnel required to implement direct marketing campaign
- in consultation with others, monitor and evaluate performance of direct marketing campaign.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline and explain organisational policies and procedures
- outline key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- explain what software applications, such as database software, are used for in direct marketing activities.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- office equipment and resources
- marketing plan
- past campaign data and information

- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

## **Links**

Companion Volume implementation guides are found in VETNet -

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