



Australian Government

Assessment Requirements for BSBMKG515 Conduct a marketing audit

Release: 1

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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:

- conduct, document and report on an internal and external audit of an organisation's marketing activities, in accordance with organisational reporting requirements.

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:

- identify elements of marketing planning
- discuss organisational business and marketing plans
- explain research methodologies and data collection techniques appropriate to marketing services industry
- summarise different types of marketing audits.

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
- appropriate documentation and resources used to conduct marketing audit activities
- 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.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>