



**Australian Government**

**Assessment Requirements for BSBMKG519  
Plan and implement business-to-business  
marketing**

**Release: 1**

# Assessment Requirements for BSBMKG519 Plan and implement business-to-business marketing

## 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:

- produce a business-to-business (B2B) marketing plan which includes:
  - marketing objectives and strategies
  - a detailed marketing budget
  - methods of measuring effectiveness
  - assigning responsibilities within a team
- implement a B2B marketing plan.

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:

- summarise key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- explain business buying processes
- outline characteristics of business markets compared to consumer markets
- summarise factors influencing business buyers
- discuss a range of strategies for B2B marketing
- describe trends in B2B marketing.

## 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

- relevant legislation, regulations, standards and codes
- examples of strategies and campaigns
- 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>