



**Australian Government**

**Assessment Requirements for BSBMKG520  
Manage compliance within the marketing  
legislative framework**

**Release: 1**

# Assessment Requirements for BSBMKG520 Manage compliance within the marketing legislative framework

## 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:

- identify and apply legislation and codes of practice to marketing
- promote a culture of compliance within the legislative framework relating to marketing
- develop strategies which use the legislative framework for competitive advantage.

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:

- explain components of a compliance program and compliance audit
- summarise different methods for protection of intellectual property
- outline key provisions of legislation, codes of practice and standards as they relate to marketing
- identify sources of information and advice on compliance with law.

## 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
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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## Links

Companion Volume implementation guides are found in VETNet -

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