



Australian Government

**Assessment Requirements for BSBMKG522
Plan measurement of marketing
effectiveness**

Release: 1

Assessment Requirements for BSBMKG522 Plan measurement of marketing effectiveness

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:

- develop a strategy to measure marketing performance, which includes:
 - objectives
 - metrics chosen and rationale for choice for each marketing process or function
 - a detailed budget
 - links to organisational strategy and objectives
 - a communication 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:

- outline range of criteria for selecting metrics
- explain range of marketing functions within an organisation
- summarise range of marketing metrics and their usefulness to measure key marketing operations.

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:

- relevant workplace documents and data, in particular data already collected to measure marketing effectiveness
- office equipment and resources, including appropriate software
- 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>