Assessment Requirements for BSBMKG528 Mine data to identify industry directions

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Performance Evidence

Evidence of the ability to:

- determine data mining requirements from client and organisational sources
- negotiate intellectual property rights release
- apply current industry tools and techniques to a current customer data set to identify patterns and cluster trends
- prepare graphical representation of data patterns
- make recommendations based on an analysis of data mining results.

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:

- list the various uses of data mining in the context of marketing communications
- identify privacy and other relevant legislation related to public and private data
- explain the terms 'data validity', 'reliability' and 'completion'
- compare the characteristics of public, client and organisational data sets
- identify and list the uses of current industry tools and techniques used in data mining.

Assessment Conditions

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

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources

- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10