



**Australian Government**

**Assessment Requirements for BSBMKG555  
Write persuasive copy**

**Release: 1**

# Assessment Requirements for BSBMKG555 Write persuasive copy

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

## Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- write at least two persuasive contents in each of the following formats:
  - digital
  - audio.

## Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- key features of creative briefs including:
  - communication purpose and objective
  - positioning strategy
  - customer profile and positioning
  - key messages
  - communication tool
  - call to action
  - budget
  - timeframe
- persuasive content requirements including:
  - positioning
  - key messages
  - call to action
- formatting requirements for content including:
  - language
  - writing style
  - level of detail

- legislation, standards and codes of practice affecting production and delivery of copy
- constraints to be considered during analysis, evaluation and preparation of copy
- organisational policies and procedures relevant to writing copy
- persuasive writing techniques.

## Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- organisational policies and procedures relating to process of copywriting
- relevant legislation, standards and codes of practice
- equipment and resources for advanced copywriting and design.

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 Guide is found on VETNet -

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