Assessment Requirements for BSBMKG611 Manage measurement of marketing effectiveness

Release: 1

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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:

- design a strategy for measuring marketing performance, including:
    - objectives
    - metrics
    - costs
    - implementation strategy
    - evaluation strategy
- implement specific, chosen metrics as required by strategy
- create training program for relevant personnel, including their role in measuring marketing effectiveness.

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 factors to consider when designing and implementing a communication and training strategy
- describe the range of marketing functions within an organisation
- explain a range of marketing metrics and their usefulness in measuring key marketing operations
- summarise relationship between marketing metrics and the need for marketing directors, chief financial officers, chief executive officers and board members to be able to monitor marketing performance.

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 legislation, regulations, standards and codes
- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

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