



Australian Government

Assessment Requirements for BSBMKG623

Develop marketing plans

Release: 1

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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:

- develop one marketing plan according to organisational objectives, including:
 - researching information
 - consulting with stakeholders
 - developing marketing objectives, strategies, budget and a marketing performance review strategy according to task requirements
 - seeking approval for marketing plan from relevant stakeholders
 - adjusting and disseminating final marketing plan according to feedback and organisational policy and procedures.

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:

- organisational structure, products and services and strategic and marketing objectives
- components of a marketing plan including:
 - environmental analysis
 - segmentation, target market and positioning
 - market objectives
 - marketing strategy or marketing mix
 - budget
 - implementation plan
 - monitor or evaluation control plan including risk contingency plan
- common marketing opportunities including:
 - strategic alliances and cooperative business models
 - new products or services that target specific markets

- greater market penetration with existing products or services
- take-overs
- new businesses and franchising
- common marketing strategies and marketing approaches
- processes to ensure marketing strategies, approaches and marketing mix align to organisation's objectives and are legal, ethical and achievable
- legislative and regulatory context of the organisation as relevant to the marketing plan.

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:

- legislation, regulations, standards and codes relevant to developing marketing plans
- workplace documentation and resources relevant to performance evidence.

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>