



Australian Government

BSBMKG410 Test direct marketing activities

Release: 1

BSBMKG410 Test direct marketing activities

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to design, construct and implement a direct marketing test program, analyse its outcomes, and act on its findings to increase the likely success of direct marketing activities.

It applies to individuals who are required to design and test direct marketing activities for a product or service. They may work in small, medium or large enterprises in a variety of industries and typically undertake controlled experiments to test direct marketing activities before designing and implementing the activity. The results of such testing can be analysed to predict likely success of proposed direct marketing activities.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Determine appropriate testing methods	1.1 Establish rationale for conducting tests on direct marketing activities 1.2 Determine testable components of direct marketing activities that can substantially affect test results or can be differentiated without affecting other components 1.3 Evaluate and select appropriate testing methods for media being used and media component being tested
2. Design and conduct	2.1 Create a range of hypotheses to be tested

ELEMENT	PERFORMANCE CRITERIA
test	2.2 Formulate a number of possible scenarios expected at conclusion of test 2.3 Select minimum and maximum number of test cells 2.4 Define control cells and establish a method to identify all responses by cell of origin 2.5 Establish minimum significance variance 2.6 Apply test to selected offer components
3. Analyse and act on test results	3.1 Use statistical techniques to analyse results 3.2 Determine whether test results provide a null, positive or negative result in relation to each hypothesis 3.3 Determine appropriate testing actions for results obtained 3.4 Refine, modify or change direct response offer components in accordance with testing results until final offer is created 3.5 Document and visually present testing results in format specified by organisational policies and procedures

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.3, 3.1-3.5	Interprets textual information obtained from a range of sources and determines how content may be applied to individuals and organisational requirements
Writing	1.1, 2.1, 2.2, 2.4, 2.5, 3.4, 3.5	Integrates information from a number of sources and develops materials that support purposes and format of the data using appropriate grammatical structure and clear, logical language
Oral Communication	1.1	Participates in a variety of spoken exchanges using suitable language and features to develop testing rationale
Numeracy	2.5, 3.1-3.3, 3.5	Interprets, analyses and presents statistical information when planning activities
Navigate the world of work	3.5	Recognises and follows explicit and implicit protocols and meets expectations associated with own role

Get the work done	1.1-1.3, 2.1-2.6, 3.1-3.4	• Develops plans to manage relatively complex tasks with an awareness of how they may contribute to longer-term operational and strategic goals • Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing most appropriate option • Evaluates outcomes of decisions to identify opportunities for improvement • Use digital tools to enter, analyse, organise and present information
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG410 Test direct marketing activities	BSBMKG410A Test direct marketing activities	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBMKG410 Test direct marketing activities

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Performance Evidence

Evidence of the ability to:

- isolate and select a direct response offer component to be tested
- create and test a range of hypotheses
- conduct and re-run tests on offer components until a satisfactory outcome has been reached.

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:

- explain relevant marketing communication concepts and processes
- list various media options
- outline how statistical methods, tests, and techniques can be used for measurement and analysis
- identify software applications used in direct marketing.

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 documentation and resources
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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