



Australian Government

Assessment Requirements for BSBMKG411

Analyse direct marketing databases

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:

- collect, store and accurately maintain customer or prospect data used in a direct marketing campaign
- segment and profile customer data according to specified characteristics
- analyse data to identify direct marketing opportunities and quality of data
- use data to design or modify new or existing marketing activities.

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:

- identify key provisions of relevant legislation that may affect marketing operations, such as:
 - Australian Direct Marketing Association (ADMA) Direct Marketing Code of Conduct and 'Do Not Mail' and 'Do Not Call' service register
 - privacy laws
 - consumer law
- outline relevant organisational policies and procedures, products and services
- describe relevant principles and techniques for recording, filing, and cataloguing data
- list the range of database 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:

- existing client lists and databases
- office equipment and resources
- case studies and, where possible, real situations.

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>