



Australian Government

BSBMKG412 Conduct e-marketing communications

Release: 1

BSBMKG412 Conduct e-marketing communications

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 prepare electronic advertisements for use in internet, email or facsimile marketing communications, and to evaluate their effectiveness in achieving marketing objectives.

It applies to individuals working in promotional roles who are required to use electronic communications and existing business websites to effectively convey marketing communications and achieve marketing objectives in accordance with marketing or e-marketing plans.

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. Prepare electronic advertisements	1.1 Choose media for electronic advertisements in accordance with the organisation's marketing (or e-marketing) strategy 1.2 Select multiple marketing channels to optimise marketing effort 1.3 Ensure copy and design elements communicate desired image, features and benefits of products or services, and suit characteristics of chosen media 1.4 Position and size each element of advertisement to achieve balance and focus

ELEMENT	PERFORMANCE CRITERIA
	1.5 Ensure typeface selections suit product, chosen media and central message of advertisement, and that layout achieves balance in its elements including white space and margins 1.6 Ensure any added sound, animation or graphics enhance content of advertisements and do not distract from message 1.7 Ensure advertisements meet requirements of marketing strategy as well as legal and ethical requirements
2. Use business website as e-marketing tool	2.1 Identify website marketing objectives in organisation's marketing (or e-marketing) strategy and plan 2.2 Ensure website design meets objectives and conveys required image of the business and features and benefits of its products or services 2.3 Ensure website content, site map, navigation buttons, frames and multiple pages are in accordance with marketing strategy and plan 2.4 Ensure website incorporates data recording, contacts and feedback mechanisms to allow evaluation of website as a marketing tool
3. Use e-marketing	3.1 Identify required media vehicles and website hotlinks for electronic advertisements, and negotiate contracts for website development where necessary to meet requirements of the marketing strategy, budget and legal and ethical requirements 3.2 Promote marketing channels to identified target market segments 3.3 Place or disseminate electronic advertisements in accordance with marketing strategy, media contracts, and legal and ethical requirements
4. Monitor and evaluate results of e-marketing	4.1 Monitor transmission of electronic advertisements or other e-marketing products and rectify any errors or omissions 4.2 Develop measures of effectiveness for e-marketing advertisements and monitor effectiveness 4.3 Evaluate effectiveness of e-marketing advertisements against measures of effectiveness and record outcomes in accordance with organisational requirements 4.4 Use outcomes of evaluation activities and other feedback from marketing channels to plan for improvements to e-marketing strategies and products

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	1.1, 1.3, 1.7, 2.1-2.4, 3.1-3.3, 4.1-4.4	Interprets textual information obtained from a range of sources and determines how content may be applied to individuals and to organisational requirements
Writing	1.3, 2.2-2.4, 3.2, 3.3, 4.1-4.4	Integrates information from a number of sources to develop material that supports the purposes and format of the documentation using suitable grammatical structure and clear, logical language
Oral Communication	3.1, 3.2	- Articulates ideas and requirements clearly and creatively based on techniques appropriate to audience and environment - Elicits the view and opinions of others by listening and questioning
Numeracy	1.4, 1.5, 3.1, 4.2-4.4	- Uses basic mathematical skills to ensure advertisement layout designs are correct - Interprets and analyses statistical information to help design and determine measures of effectiveness
Navigate the world of work	1.1, 1.7, 3.1, 3.3, 4.3	- Appreciates the implications of ethical, legal and regulatory responsibilities related to own work - Adheres to organisational policies and procedures and considers own role in terms of its contribution to broader goals of the work environment
Interact with others	3.2, 3.3	Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role
Get the work done	1.1-1.7, 2.1-2.4, 3.1, 4.2	- Develops plans to manage tasks with an awareness of how they may contribute to longer term operational and strategic goals - Takes responsibility for the outcomes of routine decisions related directly to own role - Understands the purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete routine tasks - Understands and explicitly applies some basic principles of analytical and lateral thinking - Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG412 Conduct e-marketing communications	BSBMKG412A Conduct e-marketing communications	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 BSBMKG412 Conduct e-marketing communications

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Performance Evidence

Evidence of the ability to:

- develop electronic advertisement for a product or service using electronic media to convey marketing communications consistent with an organisational marketing strategy and objectives
- monitor and evaluate results of electronic advertisements and marketing.

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, codes of practice and national standards that affect marketing operations
- describe industry products and services knowledge
- explain intellectual property requirements
- identify organisational structure, roles and responsibilities
- outline principles of marketing and advertising
- describe software applications used in conducting electronic advertising and 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 legislation, regulations, standards and codes
- relevant workplace documentation and resources
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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