



Australian Government

BSBMKG417 Apply marketing communication across a convergent industry

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to work effectively within the convergent marketing communication industry.

It applies to individuals working in a variety of marketing communication roles utilising skills and knowledge from marketing, advertising, public relations and/or convergent media sectors to achieve outcomes.

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. Identify the convergent environment	1.1 Review and identify the role of the traditional siloed sectors to client requirements 1.2 Identify the potential points of integration 1.3 Establish the role of the customer within the convergent environment 1.4 Confirm and ensure that messages can be unified across an integrated offering 1.5 Identify relevant and current legislation, regulations and policies that may impact on marketing within the convergent environment

ELEMENT	PERFORMANCE CRITERIA
2. Prepare cross sector marketing tools and techniques	2.1 Identify and evaluate tools and techniques from traditional sectors to the integrated marketing communication environment 2.2 Create convergent tools and techniques suitable for use within a divergent media environment 2.3 Create tools and techniques suitable for use within a customer-centric environment 2.4 Review and confirm the fit-for-purpose and cost effectiveness of relevant tools and techniques
3. Apply convergent marketing communications	3.1 Select and utilise integrated, cross sector and media divergent marketing communication solutions to meet client requirements 3.2 Identify and engage the use of sector and technology specific experts where appropriate 3.3 Establish channels to empower and respond rapidly to customer perspectives 3.4 Establish and maintain expert and business networks relevant to marketing communication convergence

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	1.1-1.4, 2.1, 3.1, 3.2	Identifies and interprets textual information to establish current industry and project status from relevant information
Writing	1.3, 1.4	Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience
Oral Communication	3.2	Presents information and seeks advice using language appropriate to audience
Numeracy	2.1-2.4	- Identifies and interprets data from a range of sources - Use testing and data analysis to establish and test systems, monitor results and weigh costs
Navigate the	1.5, 2.2, 2.3	Develops, monitors and modifies organisational policies and procedures in accordance with legislative

world of work		requirements and organisation goals
Interact with others	3.2-3.4	- Selects and uses appropriate conventions and protocols when communicating with internal and external parties to seek or share information - Works positively with those from other disciplines to achieved desired outcomes for organisation and clients
Get the work done	1.1-1.5, 2.1-2.4, 3.1-3.4	- Plans and organises data categories, tasks and workloads that ensure compliance with organisational policies and procedures, and legislative requirements - Sequences and schedules complex activities, monitors implementation, and manages relevant communication - Uses systematic, analytical processes in relatively complex situations, setting goals, gathering relevant information, and identifying and evaluating options; creating new tools and techniques where appropriate - Evaluates outcomes of decisions to identify opportunities for improvement - Uses and manipulates digital technology to create, extend and enhance job role, products and capacity to deliver effective service design

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG417 Apply marketing communication across a convergent industry	Not applicable	New unit	No 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 BSBMKG417 Apply marketing communication across a convergent industry

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Performance Evidence

Evidence of the ability to:

- Identify the convergent environment for marketing communication in establishing a client solution, including:
 - reviewing the traditional roles and client groups serviced by the marketing, advertising and public relations sectors
 - utilising the impact of capacity in communications technology
 - utilising the impact of ubiquitous enabled mobile devices
 - integrating the rise in ‘customer-centric’ and the ‘empowered customer’ in client solutions
- develop client and customer messaging that can be engaged by a target group across multiple distribution points
- create fit-for-purpose tools, techniques and solutions that are effective within a convergent media environment
- establish processes that empower customers
- work with client and customers to implement an integrated solution within a highly iterative environment
- engage effectively with experts and others within the industry.

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 the characteristics and points of difference between traditional and convergent approaches to marketing communication
- explain how customers take a central and empowered role within convergent marketing
- list the impact of convergence on the traditional siloed industry

- identify the current key technologies and distributed services that impact on convergent solutions
- list the type of experts and business networks appropriate to a convergent marketing solution
- list relevant and current legislation, regulation and organisational policy to the field of marketing communication.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communication field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources
- case studies, or where possible, real situations
- industry software packages and apps.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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