



Australian Government

Assessment Requirements for BSBMKG418 Develop and apply knowledge of marketing communication 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.

Performance Evidence

Evidence of the ability to:

- Research and report on the marketing communications industry structure, its role in society and within particular organisations
- develop a stakeholder analysis relevant to particular organisations
- scope the impact of new and alternative communication technology on the marketing communications industry
- research and report on the current issues affecting the marketing communications 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:

- discuss current issues and trends which affect the marketing communications industry
- categorise industry structures and networks
- describe organisational and client operating environments, structures, and business and marketing plans
- list the current digital communications technologies, platforms and devices
- outline principles and practices of marketing communications and media strategies.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications 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

Companion Volume implementation guides are found in VETNet -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>