



Australian Government

Assessment Requirements for BSBMKG431

Assess marketing opportunities

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- identify and evaluate at least three different marketing opportunities according to task requirements.

In the course of the above, the candidate must:

- identify and research marketing opportunities
- perform a market segmentation and identify marketing focus using segmentation results
- evaluate and select preferred marketing opportunities in consultation with relevant personnel
- document and present selected opportunities to management.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- requirements of legislation affecting marketing roles
- data collection and analysis techniques
- marketing industry knowledge, including:
 - components of marketing mix
 - elements of marketing planning
- marketing communications concepts and processes
- organisational structures, roles, responsibilities, business and marketing plans
- relevant product and service standards
- best practice techniques related to marketing
- relevant statistical terms used by the Australian Bureau of Statistics.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation, regulations, standards and codes
- workplace documentation and resources relevant to performance evidence.

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 Guide is found on VETNet -

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