



Australian Government

Assessment Requirements for BSBMKG434

Promote products and services

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:

- Promote at least three products or services.

In the course of the above, the candidate must:

- identify the context for the promotional activities, including:
 - relevant legislation and regulations
 - organisation's goals, objectives, systems, policies and procedures
 - budget and timelines
 - marketing needs and, if defined, marketing plans
 - objectives of the promotional activities
- consult with relevant stakeholders to plan promotional activities to meet objectives, budget and timelines
- coordinate promotional activities including:
 - allocating roles and responsibilities
 - using communication channels to convey responsibilities
 - obtaining relevant resources and promotional products
- analyse feedback and data to evaluate the effectiveness of planning processes and promotional activities and make recommendations on future directions of promotional activities.

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:

- legislative and regulatory context of the organisation as relevant to promotional activities
- content of action plans, including:
 - task steps

- costs
- timeframe
- resources and responsibilities
- internal and external stakeholders involved in coordinating promotional activities
- planning processes for organising promotional activities
- organisation's marketing objectives and how they support the overall business objectives
- common promotional activities that could be used to support the marketing objectives.

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 for promoting products and services
- workplace documentation and resources for promoting products and services.

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>