



Australian Government

Assessment Requirements for BSBMKG435

Analyse consumer behaviour

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:

- analyse the behaviour of two different consumer types.

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:

- industry, product and service knowledge for analysis of consumer behaviour
- marketing communication concepts and processes
- current digital channels relevant to the business and consumer
- objectives of marketing strategy including:
 - addressing innate and acquired needs of consumers
 - appealing to motives that influence decision-making
- organisational structures, procedures and 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 and regulations relevant to business consumer behaviour
- workplace documentation and resources relevant to consumer behaviour analysis
- software and technology for consumer behaviour analysis.

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>