



Australian Government

BSBMKG439 Develop and apply knowledge of communications industry

Release: 2

BSBMKG439 Develop and apply knowledge of communications industry

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.
Release 2	This version first released with BSB Business Services Training Package Version 7.1. Version created to rectify typographical error.

Application

This unit describes the skills and knowledge required to research, analyse and apply knowledge of the communications industry. This includes the marketing communications industries.

The unit applies to individuals in entry-level positions who have a general knowledge of the structure, organisation and function of the communications industry. Individuals in this role may have a limited leadership and guidance responsibility to others.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – 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. Research and analyse communications information	1.1 Identify and access sources of information on the communications industry 1.2 Research identified sources of information and document outcomes 1.3 Analyse the communications industry sectors, associations, networks and societal role and key stakeholders

ELEMENT	PERFORMANCE CRITERIA
	1.4 Analyse technological developments, trends and issues of the for communication industry
2. Develop communications deliverables	2.1 Identify resources and task requirements for developing deliverables, with relevant personnel 2.2 Use research to prepare deliverable according to organisational policies and procedures 2.3 Organise information included in the communications 2.4 Establish criteria for assessing deliverable 2.5 Share deliverable to relevant personnel
3. Finalise communications deliverables	3.1 Seek feedback on deliverable from relevant personnel 3.2 Incorporate feedback to deliverable 3.3 Implement procedures for ongoing monitoring of the communications industry 3.4 Update information in the deliverable, as required

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Learning	- Identifies and evaluates information from external sources to assist in clarifying and extending knowledge - Uses a continuous learning approach to improve capacity to work effectively and identify and solve problems as they occur, and to address emerging opportunities and issues
Numeracy	Uses mathematical skills to interpret data and statistical information
Reading	Gathers, interprets and analyses a variety of textual information from a range of sources to identify relevant and key information
Writing	Integrates information from a number of sources to create cohesive documents using suitable format and grammatical structures, with clear, logical language suitable to the audience and purpose
Teamwork	Fosters positive relationships with others and maintains open communication
Self-management	Understands and adheres to legal and regulatory responsibilities related to own work
Planning and	Prioritises and completes tasks within a set timeline

Skill	Description
organising	

Unit Mapping Information

Supersedes and is equivalent to BSBMKG418 Develop and apply knowledge of marketing communication industry.

Supersedes but is not equivalent to BSBPUB401 Develop and apply knowledge of public relations industry.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBMKG439 Develop and apply knowledge of communications industry

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.
Release 2	This version first released with BSB Business Services Training Package Version 7.1. Version created to rectify typographical error.

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:

- research and report on the communications industry.

In the course of the above, the candidate must:

- scope the impact of new and alternative communication technology on the communications industry
- research and report on the current issues affecting the communications industry.

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:

- current issues and trends which affect the communications industry
- employment obligations and opportunities of the communications industry
- industry structures and networks
- organisational and client operating environments, structures, and business and marketing plans
- current digital communications technologies, platforms and devices
- principles and practices of communications and media strategies
- trends including impact of technologies on the industry.

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 communications industry
- communications equipment and technology
- 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>