



Australian Government

BSBMKG440 Apply marketing communication across a convergent industry

Release: 1

BSBMKG440 Apply marketing communication across a convergent industry

Modification History

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

Application

This unit describes the skills and knowledge required to work effectively within the convergent industry to apply marketing communications.

The unit applies to individuals working in a variety of marketing communication roles utilising skills and knowledge from marketing, advertising, public relations and/or convergent media sectors to achieve outcomes.

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. Establish convergent environment	1.1 Establish task requirements and objectives for implementing marketing communications 1.2 Identify roles and responsibilities within convergent industry 1.3 Identify role of the customer in the convergent environment 1.4 Identify legislation, regulations and policies applicable to convergent industry
2. Prepare convergent tools and techniques	2.1 Identify existing convergent tools and techniques in the marketing communication environment and assess their applicability 2.2 Develop convergent tools and techniques, where required, for use within a marketing communication industry and for a

ELEMENT	PERFORMANCE CRITERIA
	customer-centric environment 2.3 Confirm suitability and cost-effectiveness of the convergent tools and techniques
3. Implement marketing communications	3.1 Select and use most suitable convergent tools and techniques according to task requirements 3.2 Implement convergent tools and techniques for marketing communication 3.3 Establish channels to respond to customer perspectives 3.4 Establish and maintain expert and business networks related to marketing communication convergence

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
Reading	Identifies and interprets textual information to establish current industry and project status from relevant information
Writing	Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience
Oral Communication	Presents information and seeks advice using language appropriate to audience
Numeracy	- Identifies and interprets data from a range of sources - Uses testing and data analysis to establish and test systems, monitor results and weigh costs
Self-management	Identifies and complies with organisational policies and procedures, and legislative requirements
Teamwork	Works positively with those from other disciplines to achieved desired outcomes for organisation and clients
Planning and organising	- Sequences and schedules complex activities, monitors implementation, and manages relevant communication - Uses systematic, analytical processes in relatively complex situations, setting goals, gathering relevant information, and identifying and evaluating options; creating new tools and techniques where appropriate
Technology	Uses and manipulates digital technology to create, extend and enhance job role, products and capacity to deliver effective service

Skill	Description
	design

Unit Mapping Information

Supersedes and is equivalent to BSBMKG417 Apply marketing communication across a convergent 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 BSBMKG440 Apply marketing communication across a convergent industry

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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:

- apply marketing communication to one product or service across convergent media sectors.

In the course of the above, the candidate must:

- identify the convergent environment for marketing communication in establishing a client solution, including:
 - reviewing the traditional roles and client groups serviced by the marketing, advertising and public relations sectors
 - using the impact of capacity in communications technology
 - using the impact of ubiquitous enabled mobile devices
 - integrating the rise in ‘customer-centric’ and the ‘empowered customer’ in client solutions
- develop client and customer messaging that can be engaged by a target group across multiple distribution points
- create fit-for-purpose tools, techniques and solutions that are effective within a convergent media environment and verify with relevant personnel
- establish processes that empower customers
- work with client and customers to implement an integrated solution within a highly iterative environment
- engage with experts and others within the 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:

- characteristics of convergent approaches to marketing communication
- customers role within convergent marketing

- impact of convergence on traditional marketing approaches
- current technologies and distributed services that impact on convergent solutions
- situations requiring engagement of technology experts
- type of experts and business networks appropriate to a convergent marketing solution
- legislation, regulation and organisational policy to the field of marketing communication.

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 marketing across a convergent industry
- workplace documentation and resources for marketing across a convergent industry.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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