



Australian Government

BSBMKG442 Conduct e-marketing communications

Release: 1

BSBMKG442 Conduct e-marketing communications

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 prepare electronic advertisements for use in internet, mobile phones and other digital media marketing communications, and to evaluate their effectiveness in achieving marketing objectives.

The unit applies to individuals working in promotional roles who are required to use electronic communications and existing business websites to effectively convey marketing communications and achieve marketing objectives in accordance with marketing or e-marketing plans.

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. Prepare for e-marketing	1.1 Identify legal, ethical and organisational frameworks related to task requirements 1.2 Identify existing electronic advertisement methods according to task requirements 1.3 Select media for electronic advertisements according to organisation's e-marketing strategy 1.4 Select e-marketing platforms for advertisement according to task requirements and organisational policy

ELEMENT	PERFORMANCE CRITERIA
2. Perform e-marketing	2.1 Use e-marketing platform for electronic advertisement according to e-marketing objectives 2.2 Confirm that e-marketing meets all task specifications 2.3 Present electronic advertisement on e-marketing platform to management prior to finalisation
3. Evaluate use of e-marketing	3.1 Monitor transmission of electronic advertisement and rectify errors or omissions 3.2 Evaluate e-marketing advertisements against measures of effectiveness and record outcomes according to organisational requirements 3.3 Plan for improvements to e-marketing strategies

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	Interprets textual information obtained from a range of sources and determines how content may be applied to individuals and to organisational requirements
Writing	Integrates information from a number of sources to develop material that supports the purposes and format of the documentation using suitable grammatical structure and clear, logical language
Oral Communication	- Articulates ideas and requirements clearly and creatively based on techniques appropriate to audience and environment - Elicits the view and opinions of others by listening and questioning
Self-management	- Complies with organisational policies and procedures and considers own role in terms of its contribution to broader goals of the work environment - Takes responsibility for the outcomes of routine decisions related directly to own role
Planning and organising	- Develops plans to manage tasks with an awareness of how they may contribute to longer term operational and strategic goals - Identifies and explicitly applies some basic principles of analytical and lateral thinking

Skill	Description
Problem solving	Identifies and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts
Technology	Identifies key purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete routine tasks

Unit Mapping Information

Supersedes and is equivalent to BSBMKG412 Conduct e-marketing communications.

Supersedes but is not equivalent to BSBCUE303 Conduct a telemarketing campaign.

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 BSBMKG442 Conduct e-marketing communications

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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:

- prepare communications for at least two products or services to promote on an e-marketing platform.

In the course of the above, the candidate must:

- finalise communication with management according to organisational marketing strategy and objectives
- review communication and record according to organisational policies and procedures
- assess effectiveness of advertisement and plan for improvements to e-marketing strategies according to task objectives.

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:

- key provisions of relevant legislation, codes of practice and national standards that affect marketing operations
- industry products and services knowledge
- intellectual property requirements
- organisational structure, roles and responsibilities
- principles of marketing and advertising
- software applications used in conducting electronic advertising and marketing.

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 e-marketing
- 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.

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