



Australian Government

Assessment Requirements for BSBMKG508 Plan direct marketing activities

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- develop a direct marketing plan outlining:
 - objectives of direct marketing activity
 - type of direct marketing strategies and activities to be undertaken
 - analysis of previous data and any corrective actions taken
 - budget
- explain methods to measure effectiveness.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain economic, social, industry, and media directions, trends, practices and techniques
- outline key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- outline organisational policies and procedures.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- office equipment and resources
- previous direct marketing activity data
- relevant legislation, regulations, standards and codes
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

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