



Australian Government

Assessment Requirements for BSBMKG510 Plan e-marketing communications

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 an e-marketing plan for at least ONE product or service, that meets all legislative and organisational requirements, and contains:
 - an action plan
 - a schedule
 - costings
 - a monitoring strategy
 - evaluation methods.

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 characteristics of a range of electronic marketing tools including:
 - associated benefits of use with e-marketing
 - challenges with implementation, for example costs, and availability of technology
- provide an overview of key provisions of relevant legislation, that affect marketing operations
- outline foundation principles of marketing communications, consumer behaviour and opportunities for electronic marketing.

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
- relevant organisational strategies and plans
- 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>