



Australian Government

Assessment Requirements for BSBMKG518 Plan and implement services marketing

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 services marketing plan providing information including:
- plan objectives
- type of service marketing strategies and activities to be undertaken
- budget
- methods to measure effectiveness
- responsibilities
- produce an analysis of an implemented services marketing strategy.

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 aspects of consumer behaviour specific to services marketing
- summarise components of a service guarantee
- outline marketing mix for services
- discuss methods of measuring marketing activity effectiveness
- explain range of marketing strategies appropriate for services
- outline range of services and their characteristics
- identify special aspects of consumer behaviour in services marketing
- describe trends in service delivery and 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 documentation
- 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>