



Australian Government

BSBMKG520 Manage compliance within the marketing legislative framework

Release: 1

BSBMKG520 Manage compliance within the marketing legislative framework

Modification History

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

Application

This unit describes the skills and knowledge required to comply with the legislative structure of the marketing industry and use this for competitive advantage.

It applies to individuals who work across a variety of industries and who possess a sound theoretical knowledge base, and demonstrate a range of managerial skills to ensure business activities are conducted legally and effectively.

A sound working knowledge of the legal environment in which marketing decisions are made is essential to protect a business from litigation, and individuals in these roles must competently discuss legal issues with specialists, but do not make legal decisions independently.

An in-depth understanding of the legislative operating environment also informs the development of marketing strategies.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – 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. Identify and interpret legislative framework relating to marketing	1.1 Identify and locate current information about legislation relating to marketing decision-making in the industry context 1.2 Identify codes of practice as they relate to marketing, and analyse their implications in the industry context

ELEMENT	PERFORMANCE CRITERIA
	1.3 Analyse how legislation relating to marketing can protect and assist the trader, consumer and competitive process 1.4 Identify sources of information and advice about the legislative framework relating to marketing, and analyse them for usefulness in the industry context
2. Promote a culture of compliance with legislative framework relating to marketing	2.1 Identify benefits and essential components of the legal compliance program relating to marketing, and how they fit with the overall organisation compliance program 2.2 Participate in a marketing compliance audit and make recommendations to address identified gaps 2.3 Identify possible implications of non-compliance and use them to recommend changes to practice 2.4 Design a training program to educate staff on compliance as it relates to marketing
3. Recommend strategies to use legislative framework relating to marketing for competitive advantage	3.1 Identify and analyse a range of methods to protect the organisation's products and services being marketed against intellectual property breaches 3.2 Make recommendations on strategies for protection of intellectual property rights, and present to key stakeholders 3.3 Make recommendations to implement systems to identify intellectual property infringement by third parties 3.4 Identify remedies for own and other organisations' breaches of marketing legislation which could impact the organisation 3.5 Access and effectively use others' intellectual property within legal guidelines for business advantage

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.4, 2.1-2.3, 3.1, 3.5	Identifies, analyses and evaluates complex legal documentation and interprets the impact on business
Writing	2.2-2.4, 3.2-3.5	Prepares complex compliance documentation using appropriate terminology to convey clear meanings to

		team members and relevant stakeholders
Oral Communication	3.2, 3.3	- Explains compliance information using language suitable to audience - Uses listening and questioning techniques to confirm understanding
Navigate the world of work	1.1-1.4, 2.1, 3.1-3.5	- Keeps abreast of legislation and regulations relevant to own rights and responsibilities and considers implications of these when negotiating, planning and undertaking work - Monitors adherence to organisational policies and objectives and considers own role in terms of its contribution to broader goals of work environment
Interact with others	3.2, 3.3	- Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction - Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Get the work done	1.1, 1.4, 2.1, 2.3, 2.4, 3.1, 3.4	- Develops plans and uses effective organisational skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals - In more complex, non-routine situations, uses formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against a set of criteria - When dealing with complex issues, identifies the cause of the problem, and uses analytical processes to generate possible solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG520 Manage compliance within the marketing legislative framework	BSBMKG520A Manage compliance within the marketing legislative framework	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBMKG520 Manage compliance within the marketing legislative framework

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Performance Evidence

Evidence of the ability to:

- identify and apply legislation and codes of practice to marketing
- promote a culture of compliance within the legislative framework relating to marketing
- develop strategies which use the legislative framework for competitive advantage.

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 components of a compliance program and compliance audit
- summarise different methods for protection of intellectual property
- outline key provisions of legislation, codes of practice and standards as they relate to marketing
- identify sources of information and advice on compliance with law.

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 legislation, regulations, standards and codes
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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