



Australian Government

Assessment Requirements for BSBMKG523

Design and develop an integrated marketing communication plan

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:

- produce an integrated strategic marketing communication plan for presentation to a client, including:
 - purpose statement
 - definition of target audience
 - analysis of product or service
 - legal and ethical constraints
 - marketing communication functions and media vehicles chosen, with rationale for each
 - creative brief for media options
 - schedule for creative work
 - budgetary allocation for each media vehicle.

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:

- outline economic, social and industry trends relevant to choice of appropriate media options
- analyse industry products or services to recommend appropriate media options
- summarise key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- explain principles of consumer behaviour and influences on buyer behaviour
- summarise range of marketing communication options for different markets
- describe and contrast range of media vehicles for marketing communication options.

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
- interaction with others.

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>