



Australian Government

Assessment Requirements for BSBMKG542 Establish and monitor the marketing mix

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- establish and monitor the marketing mix for an organisation or work area, including:
 - reporting on activities undertaken to establish marketing mix in organisation
 - reporting information on each element of marketing mix, including:
 - customer service levels
 - distribution
 - pricing
 - promotion.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- organisational policies, procedures, products and services related to marketing
- principles and concepts of marketing, including consumer and buyer behaviour
- elements of marketing mix
- methods to gather and analyse marketing information, including variances in marketing revenue and costs.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation, regulations and codes relevant to marketing mix
- organisational and marketing strategic plans.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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