



Australian Government

Assessment Requirements for BSBMKG544 Plan and monitor direct marketing activities

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:

- plan and monitor a direct marketing activities for a product or service.

In the course of the above, the candidate must:

- research, select and create budget for direct marketing activities
- plan timelines for implementation and continuation of direct marketing activities
- develop direct marketing activity proposal
- present proposal to relevant personnel according to organisational policies and procedures
- negotiate and draft contracts for direct marketing activities in consultation with relevant personnel
- recommend and record improvements to future marketing activities.

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:

- types of direct marketing activities
- target audience outcomes from direct marketing activities
- content of a proposal for direct marketing activities including:
 - objectives and purpose of marketing strategy
 - detailed budget
 - timelines
 - implementation plan
 - performance indicators
- development of a proposal for direct marketing activities
- negotiation strategies
- methods of evaluating effectiveness of direct marketing activities

- sources of advice available on contract requirements for direct marketing activities.

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:

- workplace documents and data on direct marketing activities.

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>