



Australian Government

Assessment Requirements for BSBMKG545 Conduct marketing audits

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:

- conduct at least two marketing audits.

In the course of the above, the candidate must:

- identify the objectives, scope and relevant personnel involved in marketing audit
- identify elements and form of marketing audit according to task requirements and audit priorities
- establish internal and external marketing audits
- develop and confirm marketing audit report with relevant personnel.

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 and audit requirements
- scheduling of a marketing audit and considerations of organisational requirements
- organisational marketing plans
- research methodologies and data collection techniques appropriate to marketing audits
- different types of marketing audits.

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:

- documentation and resources used to conduct marketing audit 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>