



Australian Government

Assessment Requirements for BSBMKG555

Write persuasive copy

Release: 1

Assessment Requirements for BSBMKG555 Write persuasive copy

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:

- write at least two persuasive contents in each of the following formats:
 - digital
 - audio.

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:

- key features of creative briefs including:
 - communication purpose and objective
 - positioning strategy
 - customer profile and positioning
 - key messages
 - communication tool
 - call to action
 - budget
 - timeframe
- persuasive content requirements including:
 - positioning
 - key messages
 - call to action
- formatting requirements for content including:
 - language
 - writing style
 - level of detail

- legislation, standards and codes of practice affecting production and delivery of copy
- constraints to be considered during analysis, evaluation and preparation of copy
- organisational policies and procedures relevant to writing copy
- persuasive writing techniques.

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:

- organisational policies and procedures relating to process of copywriting
- relevant legislation, standards and codes of practice
- equipment and resources for advanced copywriting and design.

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>