



Australian Government

Assessment Requirements for BSBMKG603 Manage the marketing process

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:

- monitor marketing performance across an organisation by comparing performance against key performance indicators
- effectively communicate marketing objectives to relevant personnel in accordance with organisation requirements
- provide feedback, mentoring and coaching to staff
- capitalise on over-performance or minimise under-performance against marketing objectives.

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:

- summarise economic, social and industry directions, trends and practices
- outline different organisational structures, roles, responsibilities and policies
- describe own/relevant industry product and service knowledge
- explain principles of marketing, strategic analysis and strategic management
- summarise statistical and data evaluation techniques to measure marketing performance.

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
- interaction with others

- case studies and, where possible, real situations.

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>