



Australian Government

Assessment Requirements for BSBMKG609

Develop a marketing plan

Release: 1

Assessment Requirements for BSBMKG609 Develop a marketing plan

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 identify organisational objectives and:

- devise, document and present a marketing plan including:
 - evaluation of marketing opportunity options
 - marketing strategies that utilise existing strengths and opportunities and develop resources and expertise as needed to meet objectives
 - marketing tactics that are legal, ethical, achievable and can be reviewed
 - costs, scheduling, responsibilities and accountabilities for tactics
 - strategic use of marketing approaches and marketing mix
 - rationale for objectives and chosen strategies and tactics
- adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation.

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 organisational structure, products and services and overall strategic and marketing objectives
- outline common marketing opportunity options including:
 - strategic alliances and cooperative business models
 - new products or services to target specific markets
 - greater market penetration with existing products or services
 - take-overs
 - new businesses and franchising
 - other options relevant to the organisation

- outline common marketing strategies and marketing approaches
- explain processes to ensure marketing strategies, approaches and marketing mix align to organisation's objectives and are legal, ethical and achievable
- outline the legislative and regulatory context of the organisation as relevant to the marketing plan.

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:

- relevant legislation, regulations, standards and codes
- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

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>