



Australian Government

Assessment Requirements for BSBMKG610 Develop, implement and monitor a marketing campaign

Release: 1

Assessment Requirements for BSBMKG610 Develop, implement and monitor a marketing campaign

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:

- design, implement, control, monitor and review a marketing campaign
- apply relevant legislation, regulatory and organisational requirements appropriately.

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:

- explain business objectives and requirements
- outline campaign design and evaluation principles
- summarise competitor activity and products/services
- identify customer contact technology and databases
- outline legislation, regulatory and organisational requirements
- explain methods of operational and business planning.

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>