



Australian Government

Assessment Requirements for BSBMKG621 Develop organisational marketing strategy

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:

- develop at least one organisational marketing strategy.

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:

- cost-benefit analysis techniques
- key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- organisational structure, policies, procedures, products or services and overall strategic plans of organisation
- principles and concepts of marketing and evaluation methodologies
- situational analysis
- strengths, weaknesses, opportunities and threats (SWOT) analysis
- risk management strategies
- strategic, operational and tactical analysis 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:

- examples of previous marketing strategy, analyses and plans
- workplace documentation and resources relevant to performance evidence
- legislation, regulations, standards and codes relevant to organisational marketing strategies.

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>