



Australian Government

Assessment Requirements for BSBMKG622 Manage organisational marketing processes

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:

- manage marketing processes for an organisation.

In the course of the above, the candidate must:

- monitor marketing performance and compare performance against key performance indicators
- communicate marketing objectives to relevant personnel according to organisation requirements
- capitalising on over-performance and minimising under-performance against marketing objectives.

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:

- economic, social and industry directions, trends and practices relevant to marketing in an organisation
- different marketing organisational structures, roles, responsibilities and policies
- industry product and service knowledge
- principles of marketing, strategic analysis and strategic management
- marketing performance targets including:
 - activity, quality, cost, and time requirements
- communication strategies
- statistical and data evaluation techniques to measure marketing performance
- performance management and mentoring of individuals and teams.

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:

- workplace documentation and resources relevant to performance evidence.

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>