



Australian Government

Assessment Requirements for CUAMKG311 Assist with marketing and promotion

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

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:

- assist with marketing and promotion for at least two different organisational events or activities.

In the course of the above, the candidate must:

- obtain marketing information from different sources
- develop and document ideas for promotional strategies
- execute promotional strategies
- establish a database of industry contacts and build relationships with key stakeholders
- use digital marketing according to organisation policies and procedures
- work cooperatively in a team environment.

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:

- sources of marketing information about own industry sector
- organisational policies and procedures applicable to marketing and promoting events or activities, including use of digital marketing
- cultural sensitivities and protocols applicable to marketing and promoting events or activities
- market for different types of products and services in own industry sector
- ways in which different types of businesses present and promote their products and services
- formats and features of different types of promotional materials, and ways in which they can be produced
- issues and challenges that typically arise in context of assisting with marketing and promotional activities, and common solutions
- techniques for using digital marketing for promoting events or activities

- examples of networking and distribution channels applicable to own industry sector
- techniques for networking and building professional relationships.

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:

- an environment in which promotional activities are undertaken
- resources required for marketing activities
- interaction with others required to demonstrate the performance evidence.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>