



Australian Government

Assessment Requirements for CUAMKG501 Manage the promotion of creative acts

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 2.0.

Performance Evidence

Evidence of the ability to:

- develop promotional plans for an artist or creative act
- devise and use activities to promote the artist or creative act
- develop and maintain a network of contacts for promotional purposes.

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 the techniques for analysing the risks and strengths of an artist
- list the media outlets available for promoting artists, and give examples of when and how they could be used
- explain how promotional activities are selected to match the artist while also appealing to the target market
- explain techniques for testing the effectiveness of promotional activities
- outline new and emerging trends and information sources for marketing and promotion of creative acts
- explain techniques for dealing effectively with the media.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- an environment where promotional activities are undertaken
- interaction with others.

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 guides are found in VETNet -

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