



Australian Government

Assessment Requirements for CUAMKG511 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 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:

- devise and use at least three different activities to promote selected artists or creative acts.

In the course of the above, the candidate must:

- develop and document promotional plan for artist or creative act
- develop a strategy for developing and maintaining network of contacts for promotional activities
- evaluate effectiveness of promotional plans using feedback from others.

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:

- techniques for analysing risks and strengths of artists
- media outlets available for promoting artists, and information about when and how to use them
- techniques for selecting promotional activities to match artist while also appealing to target market
- techniques for testing effectiveness of promotional activities
- new and emerging trends and information sources for marketing and promotion of creative acts
- copyright and intellectual property requirements relating to promotion of artists and creative acts
- techniques for managing media stakeholders and organisations.

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:

- 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 Guide is found on VETNet -

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