



Australian Government

**Assessment Requirements for FNSSAM602
Identify and evaluate marketing
opportunities in the financial services
industry**

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Modification History

Release	Comments
Release 1	This version first released with FNS Financial Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- develop marketing proposals that incorporate:
 - interpretation and application of legislative and regulatory guidelines and compliance applicable to marketing
 - identification of trends and opportunities within relevant sectors of the financial services industry
 - investigation of marketing and product development opportunities
 - assessment of marketing opportunities and evaluation against current business needs and the client base.

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:

- describe the process for setting business plan objectives
- outline the process for assessing market competition
- analyse current market forces and trends in the financial services industry
- discuss marketing processes and the key considerations involved
- outline the key principles of effective communication and negotiation
- outline the key features of:
 - relevant industry codes of practice
 - relevant sectors of the financial services industry
 - services available in the financial services industry
- compare and contrast financial and other risk management strategies
- explain service risk factors and their relationship to return expectations

- explain the key requirements and impact of relevant legislation on financial product development
- describe the role of service providers to the organisation.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sales and marketing field of work and include access to:

- financial services product information
- relevant software system and data
- organisational policy and procedures
- common office equipment, technology, software and consumables.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe>