



Australian Government

**Assessment Requirements for FNSSAM612
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 6.0.

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:

- identify and evaluate at least three different marketing opportunities in the financial services industry.

In the course of the above, the candidate must:

- research trends and opportunities to enter, shape or influence current and potential markets and develop potential new products
- identify and document changes to resource requirements, operations and other organisational changes required for the new financial product to be offered
- interpret and apply legislative and regulatory guidelines and compliance requirements applicable to marketing and to the financial product proposed to be offered.

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:

- legislation and regulatory requirements related to financial product development
- organisational policies and procedures relating to marketing of financial services and products
- organisational documentation processes
- current market forces and trends in the financial services industry
- communication and negotiation strategies
- financial and risk management strategies
- marketing concepts related to identifying and evaluating opportunities
- marketing processes and considerations
- process for assessing market competition
- industry codes of practice

- sectors of the financial services industry
- business plan objectives
- services available in the financial services industry
- service risk factors and their relationship to return expectations
- tools and techniques to analyse financial data
- techniques for estimating costs and return on investment of marketing opportunities.

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:

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

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=c7200cc8-0566-4f04-b76f-e89fd6f102fe>