RECOGNITION OF PRIOR LEARNING
APPLICATION AND INFORMATION KIT
FOR DUAL QUALIFICATION MARKETING
BSB51215 DIPLOMA OF MARKETING
BSB60515 ADVANCED DIPLOMA OF MARKETING
Introduction
Australian Vocational Learning Centre (AVLC) is a Registered Training Organisation that is able to offer a number of qualifications related to Business, Management, Marketing and Accounting.

AVLC recognises that some participants, who will come to them for training, will already possess the competencies required to complete sections of the course on offer or they may even possess the competencies to complete the entire course and are wishing formal recognition of these competencies.

AVLC offers all participants the opportunity to apply for Recognition of Prior Learning or Credit Transfer before the commencement of their course.

What is Recognition of Prior Learning?
Recognition of Prior Learning (RPL) is the formal acknowledgment of competencies they maybe held as a result of formal or informal training, work experience and/or life skills. AVLC accepts that individuals may have gained competencies from many sources including but not limited to:

- Courses/training programs undertaken in Australia
- Courses/training programs undertaken overseas
- Paid or unpaid work experience
- Community voluntary work and
- Life experience (e.g. travel, hobbies, home duties and caring duties)

Credit Transfer
Credit transfer is where students have completed units of competence identical to those they are about to or currently enrolled in. The qualification may be from another Registered Training Organisation (RTO) and through a process of National Recognition AVLC will grant recognition of those units.

How Does RPL Work?
Each training course that leads to a nationally recognised qualification is made up of a series of units of competency. Each individual unit of competency in turn is broken down into a set of elements and its associated performance criteria that must be achieved before a participant can be deemed competent in that unit of competency.

In simpler terms the process of RPL involves the matching what a participant already knows and is able to do with the individual units of competency.

If a participant is able to show they have already attained the elements of competency for one or more units of competency they will gain an exemption from doing that individual unit or units and gain formal recognition of the skills and knowledge already completed.

In this way RPL enables participants to focus entirely on developing new skills and knowledge in other areas, rather than having to re-learning processes that they already know and can do.

The Benefits of RPL
If a participant can show they have attained all of the elements of competency for a unit of competency they will gain credit for that particular unit. Even if a participant is not successful in their claim for all of the elements and formal credit, the RPL process will still assist them by clarifying what relevant skills the participant does and does not possess – this will assist AVLC tailoring the course to the participant accordingly.

As an added benefit, the participant will, during the RPL process, assemble evidence of their achievements in the form of a permanent and portable record of their training competencies.

Purpose of this RPL Kit
The purpose of this RPL Kit is to assist individual participants to fulfill the recognition of prior learning criteria by:
• Recognising the skills and knowledge which people have gained on the job and which are relevant to the course
• Recognising the skills and knowledge with people have gained in other context and which are relevant to the course
• Evaluating the skills and knowledge against the requirements for a formal qualification
• Evaluate the skills and knowledge against the industry standards
• Record the skills and knowledge in an easily understood format, which can be retained for future use

To assist in making the whole RPL process clearer and more manageable it has been divided into various steps, as follows:

1. Read the RPL Kit Information and attached qualification outlines that include a list of the competencies for each qualification.
2. Complete the Application for RPL/Credit Transfer Form
3. Select the units of competency for which formal recognition is being sought (complete the Portfolio Cover Sheet)
4. Prepare evidence to support the RPL/Credit Transfer application.
5. Complete the self-assessment questionnaire
6. Discuss and ask a colleague or work supervisor if they could complete the Third Party Report
7. Complete the individual Portfolio Cover Sheets with information of the relevant evidence
8. Submit the Portfolio of Evidence

Once the Portfolio of Evidence has been received by the AVLC the following steps will occur in the RPL process.

9. The AVLC Assessor will contact student and inform them of the RPL application outcome
10. The AVLC Assessor will create a post assessment report with guidance if required where additional evidence is required
11. AVLC will issue either an AQF Qualification or Statement of Attainment and letter listing the granted units of competency.

You should read the following information carefully and make sure that you are clear about the overall RPL process before commencing work on your portfolio of evidence. At all times during this process if you are unsure about any section you are working on, contact us at AVLC for assistance.

Australian Vocational Learning Centre Pty Ltd
Level 2, 16 – 18 Wentworth Street, Parramatta, NSW, 2150
Phone No: (02) 9834 2059
Email: admissions@avlc.edu.au Web: www.avlc.edu.au
What is a Portfolio of Evidence?
A portfolio is a collection of documentary evidence from a range of sources relevant to the competencies for which you are being assessed. It will become your permanent and transportable record of achievement in the workplace.

Your portfolio will be composed of documentary evidence.

Preparing the Portfolio of Evidence
As you prepare your portfolio of evidence and work through the RPL process you will need to ask yourself the following questions:
1. What experience have I gained that has assisted in developing my knowledge and skills that are relevant to this qualification?
2. Which aspects of that experience are relevant to the requirements of the individual units of competency?
3. How can I prove that I can meet these requirements?
4. What evidence am I able to present?

The evidence that you produce will need to be:
- Relevant to the competencies for which you are being assessed.
- Current, that is, within the last three years (for experience only)
- Valid, that is, actually proves your skills and knowledge meet the specified requirements in the unit of competency
- Authentic, that is, was really produced by you or relates to you
- Reliable, that is, includes a range of examples of evidence from a range of contexts and
- Sufficient, that is, covers all sections and points addressed in the tool.

The following is a guide to the types of evidence that maybe supplied within a Portfolio.
Evidence may include but is not limited to:
- General employment documents
  - Brief CV or work history
  - Position descriptions
  - Certificates/results of assessment
  - Details of in-house courses, workshops, seminars, orientation or induction sessions
  - References/letters from previous employers/supervisors. A reference/letter should:
    - Be written on official stationery;
    - Be written by a person who knows the applicant and has direct knowledge of the activity or activities on which the RPL application is based;
    - State clearly the relationship between the author and RPL applicant;
    - Include a description of the duties, responsibilities and other activities which were integral to the knowledge and experience;
    - Give full details of the activity, indicating the relevance and relationship between the knowledge and experience;
    - Include an evaluation of the level of the RPL applicant’s understanding and performance
- Workplace documents
  - Any licenses
  - Certificates/results of assessment
  - Indentures/trade papers
  - Certificates/results of assessment – interstate/overseas
  - Certificates/results of assessment – universities
  - Photographs of work undertaken
  - Diaries/task sheets/job sheets/log books
○ Site training records
○ Membership of relevant professional associations
○ Hobbies/interests/special skills outside work
○ Industry awards
○ Copies of projects
○ References of Testimonial Letters from past clients
○ Copies of presented papers, public addresses, published articles or statements, case studies developed by the applicant
○ Work samples, products and documents produced (e.g.: policies and procedures; business plans, meeting agendas and minutes; training plans; business reports);
○ Work in progress drafts
○ Any other documentation that may demonstrate industry experience and or competency

Portfolio Presentation
The most important aspect of portfolio presentation is that the evidence is accessible and comprehensible to the assessor.

It is your responsibility to maintain the portfolio and to clearly reference your evidence to the relevant competencies. AVLC assessors will assess your evidence; they will not map it to the competencies for you.

Contents of the Portfolio
As you commence working through the Evidence Portfolio Cover Sheets for each unit, you will start to organise your portfolio of evidence for the Units of Competency in respect of which RPL is sought.

Once you have collected a piece of evidence, it is advisable to place it in a plastic sleeve and identify it with an item number on the relevant unit of competency cover sheet. In situations where one piece of evidence, may well be used for a variety of competencies or on multiple occasions within one unit of competency you will only need to reference it by the item number.

For example: Workplace document A is item number 2 for unit C. If workplace document A occurred in unit G you would write it as follows 2(refer unit C).

Each use then simply refers to the item number assigned in a particular cover sheet, rather than needing to provide multiple copies of the same evidence.

As the cover sheets for each Unit of Competency are filled in, it is important that ensure that the items of evidence are clearly numbered and place with the relevant coversheet.

The final part of the portfolio is putting it all together into the folder for submission. Each component of the portfolio should be separated by labeled tab. The submission folder should look like this:

- Folder index. This will outline the contents of the submission folder
- Completed Application for RPL/Credit Transfer
- Completed Self-assessment questionnaire
- Copies of Third Party Report
- Evidence Portfolio Cover Sheets with attached evidence

Assessment of the Application
The aim of this section of the overall process is for the assessor to determine, through a detailed systematic review of the submitted portfolio of evidence, whether you have achieved the required learning outcomes.

The assessor (or assessors) will review your portfolio of evidence, judge the evidence supplied against the learning outcomes and assessment criteria in each of the units of competency claimed.

Note: You may be asked to meet with the assessor to go through the portfolio of evidence and clarify the evidence submitted.
If there is insufficient evidence supplied to assist in making the judgment at this time you may be asked by the assessor to supply additional evidence, to complete a number of RPL assignments or to demonstrate certain skills in the workplace or in a simulated situation.

The assessor may wish also to communicate with your manager or workplace supervisor to confirm information provided such as a third party report or reference. Should this situation occur; the assessor would negotiate these or other assessment strategies with you first to ensure the most appropriate strategy is selected to assist you in completing your application.

**Notification and feedback**
You will be notified in writing about the results of the assessment of your submitted portfolio of evidence. It will be supplied to you in the form of an assessor report that will outline the units of competency that have been accepted via RPL and granted.

This report will also if required contain constructive feedback and advice in relation to why some units of competency have not been granted and guidance as to how to gain competency in those units.

Information on further options available to you including the appealing of the assessment results will also be provided. A copy of the AVLC assessment appeals process and the assessment appeals form will be provided to you with the results notification.

A meeting between your RPL assessor and yourself can be arranged to also discuss the report outcomes if units have not be granted. During this meeting a learning plan can be devised for you that will take into account the results of the RPL assessment and assist in setting out how you will complete the qualification requirements.

As part of AVLC’s continuous improvement processes you will be asked if you could complete a feedback form on your experience of the RPL process and if you feel any areas need to be improved.

**Certification**
The aim of this stage of the process is to formally recognise the outcome of the RPL assessment by:
- Noting the results it in your personal file
- Entering the results onto the AVLC student management system
- Issuing you with either a AQF qualification or statement of attainment

It is important that both AVLC and you keep records of the RPL assessment.

AVLC will keep records of:

- Your complete RPL application and portfolio of evidence except for any documents requested to be returned to you
- The assessor report together with information on the assessment strategies utilised, and assessment decisions and appeals decisions (where applicable)
- Details of your individual learning plan and further learning targets (where applicable)
Application for Recognition of Prior Learning/Credit Transfer

I hereby apply under the provisions of the VET Quality Framework for the knowledge and skills I have previously acquired to be assessed and the current competencies to be granted to me in connection with the Qualification

BSB51215 Diploma of Marketing/BSB60515 Advanced Diploma of Marketing

Applicant Details:

1. Occupation you are seeking recognition in

2 Personal Details

<table>
<thead>
<tr>
<th>Surname</th>
<th>Preferred Title (Mr., Mrs., Ms., Miss)</th>
<th>First Name(s)</th>
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</thead>
<tbody>
<tr>
<td>Home Address</td>
<td></td>
<td>Any other name used</td>
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<tr>
<td>Postal address if different from above</td>
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<tr>
<td>Telephone Numbers</td>
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<td>Home:</td>
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<td>Mobile:</td>
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<td>Fax:</td>
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<tr>
<td>Date of Birth</td>
<td>/ /</td>
<td>Gender</td>
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<tr>
<td>MALE ☐ / FEMALE ☐</td>
<td></td>
<td>Age</td>
</tr>
<tr>
<td>Are you a permanent Resident of Australia</td>
<td>YES ☐ / NO ☐</td>
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</table>

3 Current Employment

<table>
<thead>
<tr>
<th>Are you currently employed?</th>
<th>YES ☐ / NO ☐</th>
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<tbody>
<tr>
<td>If Yes, in which occupation are you currently employed?</td>
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<tr>
<td>Who is your current employer?</td>
<td>..............................................................</td>
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</tbody>
</table>
### 4. Armed Forces details (If Applicable)

<table>
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<tr>
<th>Branch of Service</th>
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<tr>
<td>Trade classification on discharge</td>
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### 5. Further Training

<table>
<thead>
<tr>
<th>Have you undertaken any training courses related to the occupation applied for?</th>
<th>YES □ / NO □</th>
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<tbody>
<tr>
<td>If Yes □</td>
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<tr>
<td>What occupation were you trained in?</td>
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<tr>
<td>Training completion Date (month, year)</td>
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<tr>
<td>Country where you trained</td>
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<td>Name of course and institution (if applicable)</td>
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</table>

### 6. Is there any further information you wish to give in support of your application

### 7. Professional Referees (relevant to work situation)

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<tr>
<th>Name</th>
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<td>Position</td>
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<td>Email Address</td>
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</table>

**Employment History**

<table>
<thead>
<tr>
<th>Name, Address and Phone number of Employers</th>
<th>Period of Employment (DD/MM/YYYY)</th>
<th>Position Held</th>
<th>Full Time</th>
<th>Part-time</th>
<th>Casual</th>
<th>Description of Major Duties</th>
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**Declaration**

I declare that the information contained in this application is true and correct and that all documents are genuine. I acknowledge and accept the arrangements for the RPL assessment as outlined in this Recognition of Prior Learning Kit.

Applicants Signature: ……………………………………………… Date: …………………
Payment Details

Amount: $ ___________ _______
Cash ☐ Cheque ☐ Money Order ☐ Bankcard ☐ MasterCard ☐ Visa ☐
Card Number: ____________________________________________ Expiry Date: __/___
Name of Card: ____________________________________________
Self-Assessment Questionnaire
BSB51215 Diploma of Marketing/BSB60515 Advanced Diploma of Marketing

Applicants Name: ___________________________________________ Date Completed: ____________

Applicants Signature: ______________________________________

Please identify your level of experience in each competency.

**BSB51215 Diploma of Marketing**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
<th>I have performed these tasks</th>
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<tbody>
<tr>
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<td>Frequently</td>
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<tr>
<td><strong>ELECTIVE UNITS</strong></td>
<td></td>
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</tr>
<tr>
<td>BSBMK501</td>
<td>Identify and evaluate marketing opportunities</td>
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<tr>
<td>BSBMK502</td>
<td>Establish and adjust the marketing mix</td>
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<tr>
<td>BSBMK506</td>
<td>Plan market research</td>
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<tr>
<td>BSBMK507</td>
<td>Interpret market trends and developments</td>
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<tr>
<td>BSBMK514</td>
<td>Implement and monitor marketing activities</td>
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<tr>
<td>BSBMK515</td>
<td>Conduct a marketing audit</td>
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<tr>
<td>BSBADV507</td>
<td>Develop a media plan</td>
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<tr>
<td>BSSLS501</td>
<td>Develop a sales plan</td>
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**BSB60515 Advanced Diploma of Marketing**

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<tr>
<th>Unit Code</th>
<th>Unit Title</th>
<th>I have performed these tasks</th>
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<td>Frequently</td>
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<tr>
<td><strong>CORE UNITS</strong></td>
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<tr>
<td>BSBMK603</td>
<td>Manage the marketing process</td>
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<tr>
<td>BSBMK607</td>
<td>Manage market research</td>
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<tr>
<td>BSBMK608</td>
<td>Develop organisational marketing objectives</td>
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<tr>
<td>BSBMK609</td>
<td>Develop a marketing plan</td>
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<tr>
<td><strong>ELECTIVE UNITS</strong></td>
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<tr>
<td>BSBMK523</td>
<td>Design and develop an integrated marketing</td>
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<td></td>
<td>communication plan</td>
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<tr>
<td>BSBMK605</td>
<td>Evaluate international marketing opportunities</td>
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<tr>
<td>BSBMK606</td>
<td>Manage international marketing programs</td>
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<tr>
<td>BSBMK611</td>
<td>Manage measurement of marketing effectiveness</td>
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</table>

The purpose of the following short answer questions is to confirm that you have a sound knowledge of the relevant units as listed above. Please answer these questions on a separate sheet and include it within your portfolio.

1. Explain the process and methodology used to identify, evaluate and take advantage of a range of marketing opportunities

2. How are you able to determine the optimum marketing mix for your organisation through analysis of a variety of interrelated marketing components.

3. Discuss the requirements need to plan marketing research and outline the components of a marketing research plan
4. Outline how you would conduct the analysis of market data in order to determine your organisational and competitors business performance and prepare market and business forecasts from the derived data.

5. Discuss and explain how you would implement, observe and monitor marketing plan objectives and how would you take action to make required or necessary improvements.

6. Outline the process and documentation required to prepare, conduct and manage a marketing audit.

7. Outline what is a media plan and what are the requirements and contents for a media plan.

8. Discuss the process for the development of a sales plan to meet organisational strategic objectives.

9. As a manager and team leader outline the methodology you utilise to strategically manage the marketing process and marketing personnel within your organisation.

10. Discuss the processes required to prepare market research plans for implementation, the engagement of external consultants, the managing of market research activities, and the evaluation of research processes and findings across your organisation.

11. Outline the methodology utilised to conduct a strategic analysis to enable the development of marketing objectives within your organisation.

12. Explain the requirements for the development of a marketing plan and the type of information that is required to be included within the marketing plan in accordance with organisational requirements and objectives.

13. Outline what is an integrated marketing communication plan and what is involved in the design and development of one.

14. Discuss the requirements for the evaluation of international markets for first time business or for the identification of new marketing opportunities in areas where the organisation already has a presence.

15. Explain the processes utilised through the management of your team to formulate, assess, strategically manage, evaluate and improve international marketing programs in your workplace.

16. Outline the procedures and processes you utilise to manage a strategy measuring the effectiveness of marketing activity.
All people who verify your work are to complete the details below to ensure validity. (You may need multiple copies of this form.)

**BSB51215 Diploma of Marketing/BSB60515 Advanced Diploma of Marketing**

<table>
<thead>
<tr>
<th>Candidate’s name</th>
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<tbody>
<tr>
<td>Referee’s name</td>
<td>(Name of person providing this evidence)</td>
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<tr>
<td>Position/title</td>
<td></td>
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<tr>
<td>Workplace</td>
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<tr>
<td>Workplace address</td>
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<tr>
<td>Telephone numbers</td>
<td></td>
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<tr>
<td>Email address</td>
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</table>

**This report was completed:**
- [ ] via interview by assessor
- [x] independently by referee

**Interview conducted by (if applicable)**

**Date of interview (If applicable)**

**Instructions**

As part of the assessment for BSB51215 Diploma of Marketing & BSB60515 Advanced Diploma of Marketing, the candidate requires evidence from a third party (employer, supervisor or equivalent). This evidence will be used to validate the skills and experience of the candidate.

A letter of support from the organisation validating a range of tasks performed over a period of time by the candidate is useful in identifying competency.

**To whom it may concern**

Re: ________________________ who is a ________________________.

(insert candidate’s name) (insert industry/job title).

I certify that the above-named person has:

worked at ________________________ for a period of ________________________

(insert name of workplace) (insert length of time).

They have regularly completed the following activities to an acceptable workplace/industry standard within this organisation. Please tick which are appropriate for the candidate.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSBMKG506 Plan market research</td>
<td></td>
<td></td>
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<tr>
<td>BSBMKG515 Conduct a marketing audit</td>
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<tr>
<td>BSBMKG501 Identify and evaluate marketing opportunities</td>
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<td>BSBADV507 Develop a media plan</td>
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<td>BSBLS501 Develop a sales plan</td>
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<tr>
<td>BSBMKG514 Implement and monitor marketing activities</td>
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<tr>
<td>BSBMKG507 Interpret market trends and developments</td>
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</table>
Yes | No
---|---

I understand the evidence/tasks the candidate has performed on which I am required to comment.

I am willing to be contacted if further verification of my statements is required.

If you would like further information or would like to discuss any of the above, I can be contacted on ______________________ (insert phone number).

Yours sincerely

Signature: ____________________________ Date: ____________________________
# PORTFOLIO COVER SHEET

Recognition for BSB51215 Diploma of Marketing/BSB60515 Advanced Diploma of Marketing

<table>
<thead>
<tr>
<th>NAME:</th>
<th>POSTAL ADDRESS:</th>
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<tbody>
<tr>
<td></td>
<td>POSTAL ADDRESS:</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Fax:</td>
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<tr>
<td>Email:</td>
<td></td>
</tr>
</tbody>
</table>

I AM APPLYING FOR [ ] RECOGNITION [ ] CREDIT TRANSFER IN THE FOLLOWING UNITS ✓

**Core Units**
- BSBMKG607 Manage market research
- BSBMKG608 Develop organisational marketing objectives
- BSBMKG609 Develop a marketing plan
- BSBMKG603 Manage the marketing process

**Elective Units**
- BSBMKG523 Design and develop an integrated marketing communication plan
- BSBMKG605 Evaluate international marketing opportunities
- BSBMKG611 Manage measurement of marketing effectiveness
- BSBMKG606 Manage international marketing programs
- BSBMKG506 Plan market research
- BSBMKG515 Conduct a marketing audit
- BSBMKG501 Identify and evaluate marketing opportunities
- BSBADV507 Develop a media plan
- BSBSLS501 Develop a sales plan
- BSBMKG514 Implement and monitor marketing activities
- BSBMKG507 Interpret market trends and developments
- BSBMKG502 Establish and adjust the marketing mix

For Recognition of Prior Learning
- I have attached a current resume and current job description ✓
- I have attached other supporting documentation (refer to portfolio of evidence form for breakdown) ✓

For Credit Transfer
- I have attached a copy of the qualification and transcript previously completed ✓
**Overview of evidence required:**

The following evidence is critical to the judgement of competence in this unit:

- Identify and define market research requirements in an organisation
- Develop a documented market research plan describing scope, objectives, time and budget for market research to be undertaken by an organisation

**Documentation Evidence may include:**

- Documentation/examples of identifying and defining market research requirements in an organisation
- Copies of developing a documented market research plan describing the scope, objectives, time and budget for market research to be undertaken by an organisation.
- Meetings of minutes where Plan market research are discussed at length

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<thead>
<tr>
<th>Item No:</th>
<th>Type of evidence submitted</th>
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<tbody>
<tr>
<td><strong>Can identify market research needs</strong></td>
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<tr>
<td>• Communicate role of market research in enterprise operations to relevant personnel</td>
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<tr>
<td>• Identify contribution of market research to enterprise activity</td>
<td></td>
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<tr>
<td>• Analyse enterprise planning and performance documentation to determine research needs</td>
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<tr>
<td>• Consult relevant personnel to determine research needs</td>
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<tr>
<td>• Develop statement of market research needs</td>
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<td>• Consult with relevant personnel on draft research objectives to ensure relevant and useful information is gathered</td>
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<td>• Identify data sources</td>
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<td>• Quantify required data</td>
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<td>• Identify and evaluate suitable data processing methods</td>
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<td>• Make decisions on data types, combinations, gathering methods, sources, quantities and processing methods</td>
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<td><strong>Can develop market research plan</strong></td>
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<tr>
<td>• Estimate resources and timelines required for market research projects</td>
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</table>
- Determine feasibility of market research projects
- Prepare market research plan for approval
- Obtain approval to implement plan from appropriate personnel as required members to achieve workplace outcomes

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Date competence granted: .......................
Unit: BSBMKG502 Establish and adjust the marketing mix
RTO: Australian Vocational Learning Centre

Applicants Name:

Overview of evidence required:
The following evidence is critical to the judgement of competence in this unit:
- Report on activities undertaken to establish a marketing mix in an organisation, including information on each element of the mix, such as:
  - Customer service levels
  - Product or service distribution
  - Product or service pricing
  - Additional products or services, if any
  - Product or service promotion
- Report on success of marketing mix activities developed, including coverage of any necessary adjustments made.

Documentation Evidence may include:
- Examples of developing a report containing a description of activities undertaken to establish a marketing mix in an organisation, including information on each element of the marketing mix, such as:
  - Levels of customer service to be provided
  - How a product or service will be distributed
  - How a product or service will be priced
  - Whether additional products or services will be offered
  - How the product or service will be promoted.
- Copies of reporting on at least one review of the success of marketing mix activities developed including coverage of any necessary adjustments made.
- Meetings of minutes where Establish and adjust the marketing mix issues are discussed at length.

The evidence included shows that I:

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<thead>
<tr>
<th>Item No:</th>
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<tbody>
<tr>
<td>Can evaluate each component of marketing mix</td>
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<tr>
<td>Identify key characteristics of products or services and estimate their significance to the market</td>
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<tr>
<td>Review pricing policy and analyse pricing variables to determine their effect on demand</td>
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<tr>
<td>Analyse promotional methods to determine their importance to marketing outcomes</td>
<td></td>
</tr>
<tr>
<td>Review channels of distribution and estimate their significance to marketing outcomes</td>
<td></td>
</tr>
<tr>
<td>Identify and analyse level of customer service provision to determine its significance to marketing outcomes</td>
<td></td>
</tr>
<tr>
<td>Identify potential customer base and key pressure points</td>
<td></td>
</tr>
<tr>
<td>Analyse and test effect of components of marketing mix on each other, and establish their relative importance to customer base</td>
<td></td>
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</table>

Can determine marketing mix for specific markets |
- Identify and assess environmental factors, and their impact on marketing mix |
- Identify consumer priorities, needs and preferences affecting marketing mix |
- Consider product, pricing, promotional, distribution and service variations, and evaluate these against marketing objectives, target market characteristics and desired positioning
- Select marketing mix that best satisfies target market and meets marketing objectives
- Ensure marketing mix decision meets organisational, strategic and operational marketing objectives

Can monitor and adjust marketing mix
- Monitor marketing mix against marketing performance and isolate components for testing
- Evaluate implications of altering one or more components of marketing mix in relation to market factors and consumer response
- Adjust components of marketing mix in response to test results and market-response evaluation
- Ensure adjusted marketing mix meets budgetary requirements
- Ensure adjusted marketing mix continues to meet organisational, strategic and operational marketing objectives, and desired positioning

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Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:

- Outline key provisions of relevant legislation, codes of practice and national standards that affect aspects of business operations.
- Explain market research principles and practices including:
  - Data processing methods and data analysis techniques
  - Project design within given budgets and other resource constraints
  - Design of samples
  - Development and use of hypotheses
  - Role of research in enterprise development
  - Roles and uses of qualitative and quantitative research
  - Use of survey instruments
- Explain project planning principles and practices including for:
  - Consultation and stakeholder involvement
  - Development of timelines, budgets and other implementation plans
  - Gaining approvals
  - Needs analyses
  - Scoping practices
- List statistical methods and techniques

Documentation Evidence may include:

- Documentation/examples of identifying and defining market research requirements in an organisation.
- Copies of developing a documented market research plan describing the scope, objectives, time and budget for market research to be undertaken by an organisation.
- Meetings of minutes where Plan market research are discussed at length.

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</table>
- Identify and evaluate suitable data gathering methods
- Identify data sources
- Quantify required data
- Identify and evaluate suitable data processing methods
- Make decisions on data types, combinations, gathering methods, sources, quantities and processing methods

Can develop market research plan
- Estimate resources and timelines required for market research projects
- Determine feasibility of market research projects
- Prepare market research plan for approval
- Obtain approval to implement plan from appropriate personnel as required

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## Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit

- Apply statistical and qualitative analysis techniques to identify:
  - Current business performance
  - Competitor performance
  - Potential threats and opportunities
- Apply qualitative and forecasting techniques to identify:
  - Success of marketing activities
  - Over and under-performing products and services
  - Existing and emerging market needs
- Document the analysis of market data including visual presentation of findings

### Documentation Evidence may include:

- Examples of applying a range of statistical techniques to analyse market trends and developments, current marketing performance and comparative market information
- Copies of documenting analysis of market data including visual presentation of findings.
- Meetings of minutes where interpret market trends and development are discussed at length

### The evidence included shows that I:

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<tr>
<td></td>
<td>Can interpret trends and market developments</td>
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<td></td>
<td>Use statistical analysis of market data to interpret market trends and developments</td>
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<td></td>
<td>Analyse market trends and developments for their potential impact on the business</td>
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<td></td>
<td>Use measures of central tendency or dispersion and correlations between sets of data for quantitative interpretation of comparative market data</td>
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<td>Perform qualitative analysis of comparative market information as a basis for reviewing business performance</td>
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<td>Analyse the market performance of existing and potential competitors and their products or services to identify potential opportunities or threats</td>
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<td>Can analyse qualitative results</td>
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<td>Analyse performance data from all areas of the business to determine success of marketing activities</td>
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<td>Identify over-performing and under-performing products and services to be considered for redevelopment or withdrawal</td>
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<td>Forecast existing and emerging market needs based on information available using forecasting techniques</td>
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<td>Can report on market data</td>
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<td></td>
<td>Prepare, plot and interpret data for visual presentation</td>
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<td>Assess visual presentation for potential problems, and take any necessary corrective action</td>
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- Report on analysis of market data to meet organisational requirements in terms of content, format, level of detail and scheduling

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| Date competence granted: | |
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Overview of evidence required:
The following evidence is critical to the judgement of competence in this unit

- Successfully implement marketing strategies identified in an organisation’s marketing plan
- Coordinate personnel involved in conducting marketing activities
- Monitor, evaluate and report on marketing activities against defined objectives
- Modify marketing activities in line with new or emerging trends

Documentation Evidence may include:

- Documentation, reports that demonstrate successful implementing marketing strategies identified in an organisation's marketing plan
- Reviews, reports that demonstrate coordinating personnel involved in conducting marketing activities
- Copies of how monitoring, evaluating and reporting on marketing activities against defined objectives where performed
- Documentation that shows modifying marketing activities in line with new or emerging trends
- Meetings of minutes where Implement and monitor marketing activities are discussed at length

The evidence included shows that I:

Can implement marketing strategies and tactics

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Can monitor marketing strategies and tactics

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</table>
Can evaluate and improve marketing performance
- Regularly assess marketing performance against objectives
- Identify opportunities for improvement through discussion with customers and personnel responsible for each element of marketing mix
- Change business practices in line with changing customer requirements to maintain business relevance and viability
- Document recommendations for improvement in accordance with organisational requirements
- Communicate changes to marketing objectives and targets with relevant stakeholders, to facilitate implementation

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Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:
- Conduct, document and report on an internal and external audit of an organisation’s marketing activities, in accordance with organisational reporting requirements.

Documentation Evidence may include:
- Copies of conducting, documenting and reporting on an internal and external audit of an organisation’s marketing activities in accordance with organisational reporting requirements.
- Meetings of minutes where Conduct a marketing audit are discussed at length.

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<th>The evidence included shows that I:</th>
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<tbody>
<tr>
<td>Can prepare the marketing audit</td>
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<tr>
<td>• Identify main purposes of marketing audit in accordance with organisational requirements</td>
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<td>• Determine scope of marketing audit and audit methodology in accordance with organisational requirements</td>
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<td>• Determine when a marketing audit should be undertaken, in accordance with organisational requirements</td>
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<td>• Identify participants likely to be involved in carrying out a marketing audit</td>
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<tr>
<td>Can identify form of marketing audit</td>
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<tr>
<td>• Identify main characteristics of marketing audit in terms of relevance to task and audit priorities</td>
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<tr>
<td>• Identity main elements to be included in marketing audit and its format, in accordance with organisational requirements</td>
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<td>• Identify various forms of marketing audit and select those that best meet requirements of marketing plan, in accordance with organisational requirements</td>
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<tr>
<td>Can conduct external marketing audit</td>
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<td>• Identify criteria to use in external marketing audit, in accordance with organisational requirements</td>
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<tr>
<td>• Identify and describe, in qualitative and quantitative terms, external environmental factors which meet requirements of audit process</td>
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<tr>
<td>• Identify and describe, in qualitative and quantitative terms, technological factors, market characteristics and competitive factors relating to or affecting the business, which meet audit process requirements</td>
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<tr>
<td>Can conduct internal marketing (self) audit</td>
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<tr>
<td>• Identify criteria to use in an internal marketing audit in accordance with organisational requirements</td>
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<tr>
<td>• Describe the marketing organisation in accordance with organisational and audit requirements</td>
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- Describe the marketing systems in accordance with organisational and audit requirements
- Identify marketing productivity in terms of profitability and cost effectiveness, and record results in accordance with organisational and audit requirements

**Can prepare marketing audit report**
- Write a marketing audit report in accordance with organisational requirements
- Ensure marketing audit report meets reporting requirements of marketing audit form selected
- Ensure marketing audit report meets requirements of the marketing plan

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### Unit: BSBADV507 Develop a media plan

### RTO: Australian Vocational Learning Centre

### Applicants Name:

#### Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:

- Produce a media plan for an advertisement which:
  - Defines media requirements of an advertising brief
  - Specifies rationales for media vehicles chosen
  - Ensures media schedule meets requirements of the brief
  - Contains budgetary allocation for each advertising medium
- Develop measures to assess effectiveness of media vehicles selected

#### Documentation Evidence may include:

- Examples of applying a range of statistical techniques to analyse market trends and developments, current marketing performance and comparative market information
- Copies of documenting analysis of market data including visual presentation of findings.
- Meetings of minutes where developing a media plan are discussed at length

#### The evidence included shows that I:

<table>
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<tr>
<th>Can determine media requirements</th>
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<tbody>
<tr>
<td>Identify target audience characteristics from advertising brief and prepare a detailed consumer profile which uses the same terms as those used to describe media audiences</td>
</tr>
<tr>
<td>Analyse product market factors to determine reach and frequency requirements of advertising media selected</td>
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<tr>
<td>Analyse creative requirements of advertising message and determine media implications</td>
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<tr>
<td>Identify media merchandising requirements from the advertising brief</td>
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<tr>
<td>Confirm media budget and identify legal and voluntary constraints</td>
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<tr>
<th>Can select media vehicles</th>
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<tbody>
<tr>
<td>Weigh up relative merits of identified media vehicle alternatives, taking past media performance into account</td>
</tr>
<tr>
<td>Evaluate and test new or alternative media vehicles with other advertisers and against proven vehicles</td>
</tr>
<tr>
<td>Select media vehicles that target the required audience, meet media requirements and fulfil merchandising requirements within budget</td>
</tr>
<tr>
<td>Select media vehicles that meet creative, reach and frequency requirements of the advertising message to be achieved within budget</td>
</tr>
<tr>
<td>Ensure selected media vehicles meet legal and ethical requirements</td>
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<table>
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<tr>
<th>Can determine media schedule</th>
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<tbody>
<tr>
<td>Ensure duration and timing of media schedule meet requirements of the advertising brief</td>
</tr>
<tr>
<td>Determine distribution of messages over duration of schedule to meet requirements of the advertising brief</td>
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</table>
- Create a media schedule to satisfy advertiser
- Develop alternative media schedules for advertiser within budget
- Determine testing schedule for the media plan and continually modify media plan in accordance with results obtained

Can produce media plan
- Create media plan which defines media requirements of the advertising brief and provides evidence supporting each requirement
- Specify recommended media and vehicle/s, and rationale for their selection in the media plan
- Ensure media plan contains a budget allocation per medium per advertising period
- Identify anticipated impact of advertising and measures to assess its effectiveness in the media plan

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## Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:

- Analyse information from a range of sources to develop a sales plan for a product and sales territory that meets organisational strategic direction including:
  - Resource requirements and budget
  - Achievable sales targets
  - Performance measures
  - Approaches to be used to meet objectives
  - Risk management
  - Advertising and promotional strategy
  - Product distribution channels

- Acquire staff, develop selling approach and provide training support on product knowledge and sales approach

- Monitor and evaluate performance and adjust the plan as appropriate

### Documentation Evidence may include:

- Copies, examples of development of a sales plan for a product sold by an organisation
- Documentation of organisational strategic direction and objectives of a sales plan
- Meetings of minutes where Develop a sales plan are discussed at length

### The evidence included shows that I:

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<tr>
<th>Can identify organisational strategic direction</th>
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<tbody>
<tr>
<td>Obtain and analyse assessment of market needs and strategic planning documents</td>
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<td>Review previous sales performance and successful approaches to identify factors affecting performance</td>
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<td>Analyse information on market needs, new opportunities, customer profiles and requirements as a basis for decision making</td>
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<th>Can establish performance targets</th>
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<tr>
<td>Determine practical and achievable sales targets</td>
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<td>Establish realistic time lines for achieving targets</td>
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<td>Determine measures to allow for monitoring of performance</td>
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<td>Ensure objectives of the sales plan and style of the campaign are consistent with organisational strategic objectives and corporate image</td>
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<th>Can develop a sales plan for a product</th>
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<td>Determine approaches to be used to meet sales objectives</td>
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<td>Identify additional expertise requirements and allocate budgetary resources accordingly</td>
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<td>Identify risks and develop risk controls</td>
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<tr>
<td>Develop advertising and promotional strategy for product</td>
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<tr>
<td>Identify appropriate distribution channels for product</td>
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<tr>
<td>Prepare a budget for the sales plan</td>
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<tr>
<td>Present documented sales plan to appropriate personnel for approval</td>
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<tr>
<td>Can identify support requirements</td>
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<tr>
<td>- Identify and acquire staff resources to implement sales plan</td>
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<tr>
<td>- Develop an appropriate selling approach</td>
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<tr>
<td>- Train staff in the selling approach selected</td>
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<tr>
<td>- Develop and assess staff knowledge of product to be sold</td>
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<tr>
<td>Can monitor and review sales plan</td>
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<tr>
<td>- Monitor implementation of the sales plan</td>
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<tr>
<td>- Record data measuring performance versus sales targets</td>
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<td>- Make adjustments to sales plan as required to ensure required results are obtained</td>
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Applicants Signature: [Signature]  
Date: [Date]

I have reviewed the evidence submitted and verify that the candidate is competent in the above unit.

Assessor Signature: [Signature]  
Assessor Printed Name: [Name]  
Date competence granted: [Date]
Unit: BSBMKG603 Manage the marketing process  
RTO: Australian Vocational Learning Centre  
Applicants Name:  

**Overview of evidence required:**  
The following evidence is critical to the judgement of competence in this unit  
- Monitor marketing performance across an organisation by comparing performance against key performance indicators  
- Effectively communicate marketing objectives to relevant personnel in accordance with organisation requirements  
- Provide feedback, mentoring and coaching to staff  
- Capitalise on over-performance or minimise under-performance against marketing objectives  

**Documentation Evidence may include:**  
- Documentation relating to monitoring marketing performance across an organisation by comparing performance against key performance indicators in the marketing plan  
- Reports or plans demonstrating that you can effectively communicate marketing objectives to relevant personnel in accordance with organisation requirements  
- Examples of providing feedback, mentoring and coaching to staff, as appropriate  
- Examples of taking action to capitalise on or minimise over- or under-performance against marketing objectives.  
- Meetings of minutes where Manage the marketing process issues are discussed at length  

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<tr>
<th>The evidence included shows that I:</th>
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<tbody>
<tr>
<td>Can manage marketing performance</td>
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<tr>
<td>- Manage marketing effort to ensure it is directed towards areas of greatest potential for the organisation</td>
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<td>- Manage integration of marketing, promotional and sales activities in accordance with strategic marketing objectives</td>
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<tr>
<td>- Monitor product, distribution, pricing and marketing communication policies according to market movements, marketing plan objectives and organisational requirements</td>
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<tr>
<td>- Use marketing metrics to monitor overall marketing progress against performance targets, ensuring activity, quality, cost, and time requirements are met</td>
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<tr>
<td>Can manage marketing personnel</td>
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<tr>
<td>- Communicate strategic marketing objectives across the organisation in ways suited to levels of knowledge, experience and specific needs of personnel</td>
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<td>- Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort</td>
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<tr>
<td>- Develop communication strategy to ensure personnel responsible for each element in the marketing mix work together to meet organisation’s marketing objectives</td>
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<tr>
<td>- Provide mentoring, coaching and feedback to support individuals and teams to achieve agreed objectives and use resources to required standard</td>
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</table>
- Identify individual and team performance, and instigate corrective action promptly to safeguard marketing outcomes

Can evaluate and improve strategic marketing performance
- Analyse marketing outcomes, review strategic objectives and marketing metrics, and revise if required
- Analyse successes and performance gaps considering cause and effect, and use this to improve strategic performance
- Analyse over-performance against targets for trends and set new targets
- Analyse changes in market phenomena, and identify and document their impact on strategic marketing objectives
- Document review of marketing performance against key performance indicators in accordance with organisational requirements

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| Date competence granted: ....................... |
### Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:

- Prepare a market research plan
- Develop specifications for research components, outsourced to external consultants as appropriate
- Manage market research activities in accordance with organisational market research policy and procedures
- Evaluate research processes and findings against relevant market research project plan and work plans
- Prepare and present a report on market research findings

#### Documentation Evidence may include:

- Examples of work plans developed from approved market research plans
- Copies of documentation to select, engage, brief and manage external consultants
- Copies of testimonials from researchers and external consultants about the competence of the management
- Copies of documentation on the evaluation of the research process and findings
- Meetings of minutes where Manage the marketing process issues are discussed at length

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<th>The evidence included shows that:</th>
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<tbody>
<tr>
<td>Can prepare market research plans for implementation</td>
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<tr>
<td>• Determine research policies and procedures</td>
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<tr>
<td>• Develop or commission and review market research project plan and detailed work plans to point of finalisation</td>
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<tr>
<td>• Execute processes to obtain required resources to implement market research project plan and work plans</td>
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<tr>
<td>Can engage external consultants or service providers</td>
<td></td>
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<tr>
<td>• Identify requirements for external consultants from market research project plan</td>
<td></td>
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<tr>
<td>• Specify goods and services required to implement plans, and detail criteria for selection</td>
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<tr>
<td>• Identify, evaluate and select potential consultants or other providers of required goods and services</td>
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<tr>
<td>• Contract selected consultants or providers of goods and services</td>
<td></td>
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<tr>
<td>Can manage market research activity</td>
<td></td>
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<tr>
<td>• Monitor work plan activity to ensure adherence to market research project plan and work plans, and consistency with organisational market research policy and procedures</td>
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<tr>
<td>• Manage external consultants or service providers to ensure performance is in line with expectations and contractual requirements</td>
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<tr>
<td>Can evaluate research processes and findings</td>
<td></td>
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<tr>
<td>• Confirm validity of information and data obtained by market research</td>
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</table>
- Review relevance and usefulness of findings against research objectives outlined in market research project plan
- Assess performance of project against all relevant elements of market research project plan and work plans
- Measure stakeholder satisfaction with research process and findings
- Prepare reports for future improvements to research process
- Implement revised policy and practices in accordance with organisational requirements

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| Date competence granted: ......................... |
### Unit:
BSMKG608 Develop organisational marketing objectives

### RTO:
Australian Vocational Learning Centre

### Applicants Name:

### Overview of evidence required:
The following evidence is critical to the judgement of competence in this unit:

- Develop marketing objectives for an organisation including:
  - Undertaking strategic analysis reviewing current marketing performance
  - Formulating short and long-term marketing objectives
- Develop a marketing risk management strategy

### Documentation Evidence may include:
- Copies of developing marketing objectives for an organisation including: undertaking strategic analysis reviewing current marketing performance and formulating short and long term marketing objectives
- Copies of developing a marketing risk management strategy.
- Meetings of minutes where Develop organisational marketing issues are discussed at length

### The evidence included shows that I:

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#### Can identify strategic direction
- Confirm organisation’s mission, vision, purpose and values from current organisational materials or from owners, directors or senior management
- Analyse strategic organisational documents to identify organisational directions and targets
- Complete a situational analysis identifying factors impacting the direction and performance of the business
- Identify legal and ethical requirements for the organisation
- Document and confirm strategic direction of the organisation with owners, directors or senior management, and identify its impact on marketing activities

#### Can review marketing performance
- Evaluate effectiveness of previous marketing and positioning strategies to identify lessons learned
- Analyse current key products or services and major markets for strengths, weaknesses, opportunities and threats
- Evaluate previous marketing opportunities captured by the organisation, and examine and document their profitability
- Evaluate marketing performance against previous objectives, targets to identify critical success factors, and areas for improvement

#### Can scope marketing opportunities
- Identify and analyse marketing opportunities for viability and likely contribution to the business
- Use an assessment of external factors, costs, benefits, risks and opportunities to determine scope of each marketing opportunity
- Analyse opportunities for likely fit with organisational goals and capabilities
• Evaluate each opportunity to determine its likely impact on current business and customer base

Can formulate marketing objectives
• Develop objectives in consultation with key internal stakeholders that are attainable and measurable, and that identify nature and extent of what is to be achieved
• Ensure objectives are consistent with forecast needs of the business and market
• Ensure objectives are compatible with the organisation’s projected capabilities, resources and financial position
• Ensure objectives are compatible with the organisation’s direction and purpose, and meet legal and ethical requirements
• Formulate long-term strategic objectives and related key performance indicators by product or service, market segment and overall
• Develop a risk management strategy to identify risks and manage contingencies, and to ensure marketing objectives are met in accordance with overall organisational requirements
• Document marketing objectives

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Date competence granted: .......................

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### Unit: BSBMKG609 Develop a marketing plan

### RTO: Australian Vocational Learning Centre

### Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:

- Devise, document and present a marketing plan including:
  - Evaluation of marketing opportunity options
  - Marketing strategies that utilise existing strengths and opportunities and develop resources and expertise as needed to meet objectives
  - Marketing tactics that are legal, ethical, achievable and can be reviewed
  - Strategic use of marketing approaches and marketing mix
  - Rationale for objectives and chosen strategies and tactics
- Adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation

### Documentation Evidence may include:

- Example of devising, documenting and presenting a marketing plan detailing approaches and the marketing mix to achieve organisational marketing objectives.
- Copy of marketing plan
- Meetings of minutes where Develop a marketing plan issues are discussed at length

### The evidence included shows that I:

<table>
<thead>
<tr>
<th>Can devise marketing strategies</th>
<th>Item No</th>
<th>Type of evidence submitted</th>
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<tbody>
<tr>
<td>Evaluate marketing opportunity options that address organisational objectives and evaluate their risks and returns in the selection process</td>
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<tr>
<td>Develop marketing strategies that address strengths and opportunities within the organisation’s projected capabilities and resources</td>
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<td>Develop strategies which increase resources or organisational expertise where gaps exist between current capability and marketing objectives</td>
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<tr>
<td>Develop feasible marketing strategies and communicate reasons that justifies their selection</td>
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<tr>
<td>Ensure strategies align with organisation’s strategic direction</td>
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<tr>
<td>Develop a marketing performance review strategy, incorporating appropriate marketing metrics to review the organisational performance against marketing objectives</td>
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<tr>
<th>Can plan marketing tactics</th>
<th>Item No</th>
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<tbody>
<tr>
<td>Detail tactics to implement each marketing strategy in terms of scheduling, costing, accountabilities and persons responsible</td>
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<tr>
<td>Identify coordination and monitoring mechanisms for scheduled activities</td>
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<td>Ensure tactics are achievable within organisation’s projected capabilities and budget</td>
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<tr>
<td>Ensure tactics meet legal and ethical requirements</td>
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<tr>
<td>Ensure tactics provide for ongoing review of performance against objectives and budgets and</td>
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<tr>
<td>Can prepare and present a marketing plan</td>
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<tr>
<td>- Ensure marketing plan meets organisational, as well as marketing, objectives and incorporates marketing approaches and a strategic marketing mix</td>
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<tr>
<td>- Ensure marketing plan contains a rationale for objectives and information that supports the choice of strategies and tactics</td>
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<td>- Present marketing plan for approval in the required format and timeframe</td>
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<td>- Adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation within the required timeframe</td>
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| Date competence granted: | .......................
Unit: BSBMKG523 Design and develop an integrated marketing communication plan

RTO: Australian Vocational Learning Centre

Applicants Name:

Overview of evidence required:
The following evidence is critical to the judgement of competence in this unit:

- Produce an integrated strategic marketing communication plan for presentation to a client, including:
  - Purpose statement
  - Definition of target audience
  - Analysis of product or service
  - Legal and ethical constraints
  - Marketing communication functions and media vehicles chosen, with rationale for each
  - Creative brief for media options
  - Schedule for creative work
  - Budgetary allocation for each media vehicle

Documentation Evidence may include:

- Copy of a production of an integrated strategic marketing communication plan for presentation to a client which includes:
  - Purpose statement
  - Definition of the target audience
  - Analysis of the product or service
  - Legal and ethical constraints
  - Marketing communication functions and media vehicles chosen, with rationale for each
  - Creative brief for the media options
  - Schedule for the creative work
- Examples of budgetary allocation for each media vehicle
- Meetings of minutes where the design and develop of an integrated marketing communication plan issues are discussed at length

The evidence included shows that I:

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<th>Item No:</th>
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<tbody>
<tr>
<td>Can determine marketing communication requirements</td>
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<tr>
<td>Can develop marketing communication brief</td>
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<tr>
<td>Can design integrated marketing communication strategy</td>
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</table>
• Critically analyse advantages and disadvantages of each marketing communications variable and media vehicles for product or service
• Determine media characteristics matching brief requirements
• Analyse media consumption habits for primary and supplementary marketing media among target audiences
• Evaluate media styles against the brand character of product or service being marketed
• Compare advantages and disadvantages of selecting multiple media in a media plan
• Develop and apply criteria for selecting multiple media combinations

Can select and recommend media for marketing strategy
• Select media vehicles that match requirements of marketing brief for product or service
• Recommend primary and secondary marketing media that meet target audience preferences
• Ensure recommended media meet the brief, client’s requirements, and legal and ethical constraints

Can develop creative brief
• Identify creative content for chosen media using consumer language in the brief
• Identify pitch or appeal for product or service in the brief that meets client requirements
• Identify supporting information required for consumer understanding of product or service in the brief
• Ensure budget for creative work, consistent with overall marketing budget, is contained in the brief
• Incorporate deadline for creative work consistent with overall media schedule in the brief

Applicants Signature: ___________________________ Date: __________

I have reviewed the evidence submitted and verify that the candidate is competent in the above unit

Assessor Signature: ___________________________ Assessor Printed Name: ___________________________

Date competence granted: ________________________
Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:

- Document and present an evaluation of various international marketing opportunities including:
  - Analysis of global business environment
  - Assessment of social, cultural, political and economic factors impacting selection of market opportunities
  - Risk assessment for each opportunity considered
  - Analysis of financial viability of selected international marketing opportunities

Documentation Evidence may include:

- Examples or copies of documenting and presenting an evaluation of various international marketing opportunities including:
  - Analysing the global business environment
  - Assessing social, cultural, political and economic factors impacting on the selection of which market opportunities to select
  - Conducting a risk assessment for each opportunity considered
  - Analysing the financial viability of selected international marketing opportunities

- Meetings of minutes where Evaluate international marketing opportunities issues are discussed at length

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<th>The evidence included shows that I:</th>
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<tr>
<td>Can review global market environment</td>
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<tr>
<td>• Assess international trade patterns and identify their likely importance for the business</td>
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<td>• Research international business and electronic commerce market factors, and assess opportunities to enter, shape or influence the market for their likely contribution to the business</td>
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<tr>
<td>• Identify international markets operating under free trade or protectionist arrangements and estimate likely ease of entering and trading successfully</td>
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<tr>
<td>• Identify international trade policies and agreements and estimate their likely impact on international marketing opportunities</td>
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<tr>
<td>Can assess international business and electronic commerce market factors</td>
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<tr>
<td>• Identify and analyse impact of economic, political, social and cultural factors affecting international marketing opportunities</td>
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<td>• Investigate international market trends and developments to identify market needs relevant to the business</td>
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<tr>
<td>• Identify new and emerging business and electronic commerce markets, and assess opportunities to enter, shape or influence markets based on their fit with business goals and direction, and their likely contribution to the business</td>
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<tr>
<td>Can identify risk factors for international marketing opportunities</td>
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- Analyse and rate acceptability of political, financial stability and corruption risk factors of potential market
- Analyse and rate acceptability of legal and regulatory requirements, and trade barriers to potential market
- Relate risk factors to international business cycles in terms of economic conditions and estimate their impact on potential market

**Can investigate international business and electronic commerce marketing opportunities**

- Identify and analyse international marketing opportunities according to their likely fit with the organisation’s goals and capabilities
- Evaluate each opportunity to determine its impact on current business and customer base
- Use an assessment of costs, benefits, risks and opportunities to determine financial viability of each marketing opportunity
- Determine probable return on investment and potential competitors
- Describe and rank marketing opportunities in terms of viability and likely contribution to the business

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### Overview of evidence required:

The following evidence is critical to the judgement of competence in this unit:

- Outline relevant Australian and international standards, models policies and guidelines, including those covering:
  - Environmental matters
  - Human rights
  - Labour relations
  - Packaging
  - Risk management
  - Electronic commerce
- Identify and explain key provisions of relevant legislation and codes of practice affecting aspects of marketing operations
- Explain the role of the Organisation for Economic Co-operation and Development (OECD)
- Identify and describe key features of the country or countries being considered for market entry or penetration, including:
  - Cross-cultural communication and negotiation styles
  - Global and country specific economic, social and industry directions, trends, practices and techniques

### Documentation Evidence may include:

- Copies of documenting and presenting:
  - International marketing objectives
  - Selected marketing approach
  - Creation of an operational structure
- Examples of how you did effectively managing international marketing activities
- Examples of how you conducted monitoring and evaluating international marketing performance, and making any necessary adjustments as required
- Documentation on formulating suggestions on how marketing activities could be affected in the future
- Meetings of minutes where Manage international marketing programs issues are discussed at length

### The evidence included shows that I:

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<tr>
<td><strong>Can formulate international marketing objectives</strong></td>
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<tr>
<td>Select viable international marketing opportunities and develop objectives consistent with the organisation’s capabilities and resources</td>
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<td>Identify measurable international marketing objectives consistent with organisation’s strategic direction, and identify nature and extent of goals for international market</td>
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<td>Formulate strategic objectives and related key performance indicators by product, service, country or international grouping, and overall</td>
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<tr>
<td>Develop a risk management strategy to manage contingencies, and ensure marketing objectives are met in accordance with overall organisational requirements</td>
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<tr>
<td><strong>Can determine international marketing approach</strong></td>
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- Research international marketing opportunities and determine global or customised approaches for promotion of products or services
- Evaluate options for choice of marketing approaches
- Select a marketing approach to meet marketing objectives, international market conditions and consumer preferences

**Can determine operational structures**
- Evaluate business culture and consumer preferences, and identify compatible marketing structures
- Identify options for operational marketing structure and rank them for strengths and weaknesses in servicing international markets
- Choose operational structure that best fits international market and product or service

**Can manage international marketing performance**
- Communicate international marketing objectives across the organisation to suit culture, customs, levels of knowledge, experience and needs of personnel
- Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort
- Develop communication strategy to ensure personnel responsible for each element of marketing mix work together to meet organisation’s marketing objectives
- Manage marketing effort to ensure it is directed towards areas of greatest potential for the organisation
- Manage integration of marketing, promotional and any sales activities in accordance with international marketing objectives

**Can evaluate and improve international marketing performance**
- Monitor product, pricing and distribution policies in relation to market changes, objectives of marketing plan and organisational requirements
- Monitor overall marketing progress against performance targets to ensure activity, quality, cost, and time requirements are met
- Analyse, review and revise marketing outcomes and objectives
- Analyse successes and performance gaps as to cause and effect, and use to improve international marketing performance
- Analyse changes in market phenomena, and identify and document their potential impact on international marketing objectives
- Document review of marketing performance against key performance indicators in accordance with organisational requirements

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**Applicants Signature:**

**Date:**

I have reviewed the evidence submitted and verify that the candidate is competent in the above unit.
Overview of evidence required:
The following evidence is critical to the judgement of competence in this unit

- Design a strategy for measuring marketing performance, including:
  - Objectives
  - Metrics
  - Costs
  - Implementation strategy
  - Evaluation strategy
- Implement specific, chosen metrics as required by strategy
- Create training program for relevant personnel, including their role in measuring marketing effectiveness

Documentation Evidence may include:
- Example of design of a strategy for measuring marketing performance which includes:
  - Objectives
  - Metrics
  - Costs
  - Implementation strategy
  - Evaluation strategy
- Example of choice, design and implementation of specific chosen metrics as required by strategy
- Copy of the design of a training program for relevant personnel about their role in measuring marketing effectiveness.
- Meetings of minutes where Manage measurement of marketing effectiveness programs issues are discussed at length

The evidence included shows that I:

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<tr>
<th>Item No:</th>
<th>Type of evidence submitted</th>
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<tbody>
<tr>
<td></td>
<td>Can prepare for implementation of strategy to measure marketing effectiveness</td>
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<tr>
<td></td>
<td>Review current marketing strategies and marketing plans, and research range of metrics available to measure effectiveness of relevant marketing processes and functions</td>
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<td>Analyse effectiveness of current marketing metrics used by the organisation in each key marketing operation</td>
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<td>Critically analyse how existing marketing metrics link to strategy, and opportunities to improve links</td>
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<td>Plan to address any issues with use of marketing metrics within the organisation</td>
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<td>Design criteria for retaining existing marketing metrics, and for selecting new manageable and cost-effective metrics</td>
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<td>Gain approval for design or redesign of strategy from senior management</td>
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<td></td>
<td>Can design strategy to measure marketing effectiveness</td>
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<td></td>
<td>Set objectives for measurement and evaluation of marketing effectiveness</td>
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<td>Select methods to measure marketing performance for each marketing process or...</td>
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</table>
- Calculate costs of gathering and analysing data with assistance of relevant financial experts
- Design and record implementation strategy for measuring and analysing marketing performance, or make recommendations for improving current strategy

### Can manage, implement and evaluate strategy to measure marketing effectiveness
- Design and implement appropriate communication and training strategy, so marketing and other relevant personnel fully understand their role in measuring marketing effectiveness
- Supervise design and implementation of specific metrics
- Plan and monitor work activity to ensure adherence to strategy for measurement of marketing effectiveness
- Design process to review and evaluate marketing metrics on a regular basis, and if organisational strategy changes

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I have reviewed the evidence submitted and verify that the candidate is competent in the above unit.

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<th>Assessor Signature:</th>
<th>Assessor Printed Name:</th>
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Date competence granted: .........................
## RECOGNITION ASSESSMENT – Summary Page

**Outcome:** RPL Granted ✔️ Credit Transfer Granted ✔️

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**Further Comments:**

Feedback and candidate action plans:
Advised: ………………………
Outcome: ………………………………………………………………

**Further training:**

**Additional information or Appeals:**

**Assessor Signature………………………………..Date………………………………….**