



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 Fax: (+61 2) 9267 1711 www.magill.edu.au

BSB40215 Certificate IV in Business

Record of Assessment Outcome

Unit of Competency:	BSBMKG413 – Promote products and services		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Portfolio of Activities	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Written Report	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/>			
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Plan promotional activities		<input type="checkbox"/>	<input type="checkbox"/>
2. Coordinate promotional activities		<input type="checkbox"/>	<input type="checkbox"/>
3. Review and report on promotional activities		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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Assessment 1 – Portfolio of Activities

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				



Submission Details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance Objective

The candidate must demonstrate the ability to develop a marketing plan for a product or service and present it as a proposal to a group.

Assessment Description

Promotional activities must be undertaken for any products or services. The success or failure of the promotion often hinges on the research and planning that has preceded the promotion.

In this assessment, you must identify a product or service that you would like to promote. You must identify an audience for the promotion and develop a marketing strategy for the promotion based on marketing principles.

Finally, you must prepare a presentation (using PowerPoint) that summarizes your strategy and proposed plan and present this to your peers for review and feedback.

You can choose to do a promotion for any product or service, but keep in mind, in Assessment Tasks 2 and 3, you will need to access and obtain feedback from your target market. So be sure to have access to the market that you choose.

Tip: A product or service that is targeted at your peer group (students) will ensure that you have easy access to a target market for surveys, interviews, promotions and presentations.



Procedure

1. Identify a product or service that you will promote.
2. Seek approval for this proposed product or service as appropriate for this assessment task by your facilitator/assessor.
3. Analyse the product and service and the proposed market for it.
4. Develop a plan for promoting the product or service based on this analysis.
5. Conduct a ten minute in-class presentation where you explain your marketing plan, seek feedback and take questions from the group.

Specifications

You must provide:

- A marketing plan
- A copy of PowerPoint presentation delivered to your learning group

Your assessor will be looking for:

- A Marketing plan for the promotion that includes:
 - Explanation of product or service
 - Features and benefits of product or service
 - The target group for your promotion
 - Characteristics of the target group
 - The proposed promotional technique and/or activities
 - Reasons why this technique will be effective (quoting characteristics of the target group)
 - Reasons why this technique will be cost-effective
 - Aims, purpose and objectives of the promotion
 - Budget plan (resources required) for the promotion
 - Action plan for the promotion
 - Identified legislative requirements relevant to the promotion
 - Organisational policies and procedures
 - Identify the team required and their roles and responsibilities identifying skills and technology required for the promotion.
- A Presentation to the class including:
 - A description of the findings above summarised in a powerpoint presentation



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- Delivered in 10 minutes or less
- Follow-up questions and feedback encouraged from the audience
- Presentation should be clear, concise, grammatical, spell-checked
- Delivery of the presentation should be professional, engaging and interesting.



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Assessment 2 – Project

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				

Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

The candidate must demonstrate the ability to conduct promotional activities to support the promotion of a product or service.

Assessment description

All businesses need to promote their product or services. Promotions can take many forms depending on the industry, the target market, and the product or service that you have chosen.

Your task is to implement the marketing plan that you developed in Assessment Task 1. This will involve developing promotional material and conducting promotional activities for the product or service that you have chosen.

Procedure

1. Review the marketing plan developed in the Assessment Task 1 and finalise before implementing the campaign.
2. Develop your promotional materials.

Promotional materials can include:

- Brochures
- Displays
- Internet (email, websites, blogs, Facebook, Twitter)
- SMS
- A combination of the above.

Promotional activities can include:

- SMS campaigns
- Email campaigns
- Web-based promotions
- Functions, events and face-to-face promotions.

3. Conduct the campaign.

Note: Ensure that your assessor is included as part of your target market so that they can assess progress. For example, you will need to include your assessor in emails or SMS messages. Alternatively, if you are conducting a meet-and-greet display, you need to ensure that your assessor is available on the day of the promotion.



Specifications

You must:

- Develop promotional material
- Conduct a promotional activity
- Include your assessor in promotional communication.

Your assessor will be looking for:

- Promotional materials that are developed for the target market including:
 - Appropriate language
 - Appropriate visuals
 - Correct application of technology.
- Campaign that is professionally run, demonstrating:
 - Product or service is clearly identified
 - Effective use of networks
 - The promotion enhances the perception of the product or service.

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Assessment 3 – Written Report

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

The candidate must demonstrate the ability to obtain and analyse feedback to assess the effectiveness of the promotion, the planning process and identify possible improvements for future activities.

Assessment description

In the previous assessment tasks, you developed a marketing plan and conducted a promotional plan. Did it work?

A key business skill is the critical analysis of activities to identify their effectiveness. This is essential for any work activities, promotional or otherwise.

In this task, you will survey your target market and obtain their feedback on the campaign you conducted. You will create a report on the presentation. It will contain summaries and an analysis of the collected feedback and proposed improvements.

Procedure

1. Design a survey instrument to evaluate the campaign conducted in Assessment Task 2.
2. Collect feedback using the survey instrument.
3. Analyse the feedback.
4. Prepare a final report.



Specifications

You must provide:

- A copy of the survey instrument
- A final report.

Your assessor will be looking for:

- A clear, concise survey
- A summary of the feedback collected
- Clear analysis of the responses
- Evaluation of the impact of the promotion
- Recommendations that include specific changes for future promotional activities.

The final report structured in the following manner:

Part One – Executive summary

Part Two – Analysis

- An analysis of the feedback including a table, chart or graph (e.g. using Excel).
- A review of the assumptions, strategies and processes.
- Cost analysis and time lines review.

Part Three – Conclusion

- Conclusions and recommendations based on the evidence included.
- Recommendations and proposals for improvements to future activities.