



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

BSB42415 Certificate IV in Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBMKG419 – Analyse Consumer Behaviour		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Assignment	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Portfolio of Activities	<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. Confirm product or service market		<input type="checkbox"/>	<input type="checkbox"/>
2. Assess reasons for existing levels of consumer interest		<input type="checkbox"/>	<input type="checkbox"/>
3. Recommend focus of appeal for marketing strategies for product or service		<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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BSBMKG419 – Analyse Consumer Behaviour

Assessment 1 – Assignment

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.			
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

This 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

This assessment will focus on the skills and knowledge needed to identify and gather relevant information about your market segment and consumers.

Assessment description

For this task, you will need to gather information to develop a portfolio that includes:

- a profile of the product or service market segment
- a consumer profile for the product or service
- an explanation of the alignment between the product or service and the consumer profile.

For this assessment, you will need to access information from a range of sources. You will need access to an organisational marketing plan. If you are not able to source a suitable marketing plan for your chosen product or service, you may be able to find a suitable one on this site: *MPlans*, <<http://www.mplans.com>>.

Procedure

1. Choose a product or service that you want to market. Note that the product or service you select will also be the focus of your activities in Assessment Tasks 2 and 3.
2. Prepare a profile for your product or service, that includes:
 - a. a brief description of the product or service
 - b. an investigation of consumer need for the product or service through analysis of trends and past performance
 - c. a description of the current market – in particular, its current size in dollars and/or volume units.
3. Develop a consumer profile/avatar or market segment for your product or service, that includes:
 - a. geographic information – where a typical consumer lives and/or works
 - b. income information – household income of a typical consumer
 - c. status information – social class of a typical consumer, education level of a typical consumer

- d. relationship information – family status (single, married, children/dependents) of a typical consumer
 - e. lifestyle or psychographic information – hobbies, interests and beliefs of a typical consumer
 - f. digital information – how a typical consumer engages with information online.
4. Prepare a statement that explains how the product or service aligns with consumer needs, that includes:
 - a. an explanation of how product or service features are tested with consumers – refer to your marketing plan for relevant information
 - b. information on pricing strategies that are appropriate for the identified consumers.
5. Compile all of your work into a portfolio. Include reference information to show where you sourced all of the information you used to develop your profiles and statement.

Specifications

You must submit:

- A portfolio that includes:
 - A profile of the product or service market segment
 - A consumer profile for the product or service
 - An explanation of the alignment between the product or service and the consumer profile.
- Submit all documentation in the format and within the timeframe agreed with your assessor.

Your assessor will be looking for:

- Gathered and analysed information on a product or service market – using mathematical skills, oral communication skills, reading and analytical skills, and an understanding of organisational procedures
- Identified consumer attributes, with reference to a marketing plan
- Explained how the product or service features align with identified consumer needs.

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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.			
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

This 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

This assessment will focus on the skills and knowledge needed to accurately assess the marketplace and identify reasons for existing levels of consumer interest for a product or service.

Assessment description

For this task, you will need to gather information to develop a portfolio that includes:

- an analysis of trends and past performance in the market segment
- a review of past marketing activities
- a detailed analysis of consumer behaviour, including online behaviour
- a situational analysis of organisational capability to respond to consumer demand.

You should use your work from Assessment Task 1, along with any adjustments made because of feedback from your facilitator, as the basis for this task.

For this assessment, you will need to access information from a range of sources. You will need access to an organisational marketing plan. If you are not able to source a suitable marketing plan for your chosen product or service, you may use the one you selected on this site in Assessment Task 1: *MPlans*, <<http://www.mplans.com>>.

Procedure

1. Analyse trends and past performance in the market segment you identified in Assessment Task 1, and describe:
 - a. consumer buying trends, including online trends
 - b. past sales performance for the product or service
 - c. your analysis of external factors, such as seasonality, that influences consumer demand.
2. Review past marketing or positioning of the product or service, and provide:
 - a. details of specific strategies or activities used to market the product or service in the past
 - b. information on consumer response to past marketing strategies or activities
 - c. your assessment of the effectiveness of the focus of appeal used in past marketing strategies or activities.
3. Undertake an analysis of consumer behaviour, and describe:

- a. outcomes from consumer attitudes surveys for your product or service
 - b. individual, social and lifestyle influences on consumer behaviour for the target market segment
 - c. the digital footprint of a typical consumer in the market segment
 - d. typical online engagement journeys a consumer might take, and consumer expectations of digital engagement with an organisation for the product or service.
4. Prepare a situational analysis of organisational capability, including:
- a. identification of the organisation's strengths and weaknesses in relation to meeting consumer demand and expectations for the product or service
 - b. assessment of whether existing opportunities and threats can be addressed within organisation's marketing plan.
5. Compile all of your work into a portfolio to submit to your assessor

Specifications

You must:

- Submit a portfolio that includes:
 - An analysis of trends and past performance in the market segment
 - A review of past marketing activities
 - A detailed analysis of consumer behaviour, including online behaviour
 - A situational analysis of organisational capability to respond to consumer demand.
- Submit all documentation in the format and within the timeframe agreed with your assessor.

Your assessor will be looking for:

- reviewed trends, past performance and past marketing to analyse consumer responses and the effectiveness of the focus of appeal used – using mathematical skills, analytical skills and understanding of organisational procedures
- analysed consumer behaviour, taking into account:
 - individual, social and lifestyle influences on behaviour
 - digital footprints, online engagement journeys and consumer expectations.
- assessed organisational capability to meet consumer demand and expectations for a product or service.

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Assessment 3 – 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.			
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

This 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

This assessment will focus on the skills and knowledge needed to develop and present practical recommendations for focused marketing strategies for a product or service

Assessment description

You will need to prepare a report recommending marketing strategies for the product or service and make a presentation to explain your recommendations.

You should use your work from Assessment Tasks 1 and 2, along with any adjustments made because of feedback from your facilitator, as the basis for this task.

For this assessment, you will need to access information from a range of sources. You will need access to an organisational marketing plan. If you are not able to source a suitable marketing plan for your chosen product or service, you may use the one you on this site in Assessment Tasks 1 and 2: *MPlans*, <<http://www.mplans.com>>.

Procedure

1. Identify a focus of appeal for your product or service that is appropriate for the consumers identified in your consumer profile. You should draw on the profiles and analyses you produced for Assessment Tasks 1 and 2. In addition you will need to consider:
 - a. the innate and acquired needs of the target consumers
 - b. factors that influence consumer decision-making.
2. Propose marketing strategies for the product or service that will support your focus of appeal. You will need to consider:
 - a. consumer behaviour in the digital environment, including opportunities for creating appropriate engagement journeys and interventions
 - b. legal and ethical obligations that apply to marketing activity for the product or service
 - c. the costs and benefits of traditional and online marketing activities in relation to the budget requirements of the marketing plan.
3. Compile all of your work into a report to submit to your assessor. Your report should include a convincing rationale to support your recommendations.
4. Summarise key aspects of your report into a presentation that explains how your recommendations will effectively influence consumer behaviour.

Specifications

You must:

- Submit a report recommending a focus of appeal for marketing strategies for a product or service
- Deliver a presentation to explain and justify your recommendations.
- Submit all documentation and deliver your presentation in the format and within the timeframe agreed with the assessor.

Your assessor will be looking for:

- Prepared a report in the form of a strategic business document, using appropriate written language and format for a business audience
- Developed marketing strategies that address the innate and acquired needs of target consumers
- Considered consumer behaviour in the digital environment in the development of marketing strategy recommendations
- Considered organisational budgetary requirements in the development of marketing strategy recommendations
- Considered legal and ethical obligations in the development of your marketing strategy recommendations
- Made a presentation, using appropriate oral communication skills and techniques for a business audience
- Explained in the presentation how recommended marketing strategies will effectively influence consumer behaviour.