



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

BSB52415 – Diploma of Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBMKG523 – Design and develop an integrated marketing communication plan		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	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. Determine marketing communication requirements		<input type="checkbox"/>	<input type="checkbox"/>
2. Develop marketing communication brief		<input type="checkbox"/>	<input type="checkbox"/>
3. Design integrated marketing communication strategy		<input type="checkbox"/>	<input type="checkbox"/>
4. Select and recommend media for marketing strategy		<input type="checkbox"/>	<input type="checkbox"/>
5. Develop creative brief		<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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BSBMKG523 – Design and develop an integrated marketing communication plan

Assessment 1 – 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

You will demonstrate knowledge and skills required to meet with stakeholders and determine marketing communication requirements to meet specific stakeholder needs.

Assessment description

In response to the scenario provided, you will conduct a marketing audit and develop an integrated marketing communication plan, in the form of a written report, using this plan as the basis of a written brief. You will then role-play a meeting with a client to present the brief and determine specifications for a campaign.

Procedure

1. Read the following scenario.

You are a marketing professional in a marketing department (within an organisation as agreed with your assessor). You have been asked by your manager to conduct a situation analysis of the organisation's marketing activities and document a draft integrated marketing plan (in the form of a written report) to be circulated among the senior management team.

On the basis of this draft plan, you are to develop a marketing brief, for the purpose of providing an external agency with the information it needs to develop creative and plan a campaign that is consistent with the marketing objectives contained within your plan.

2. Meet with your assessor to agree on a suitable agency or organisation to use as the basis of this task and to agree on timeframes for completion of this assessment task.
3. Conduct research, using a range of online and print sources, and develop an integrated marketing and communication plan consistent with the organisation's overall business goals, product and service history, and marketing mix.

Your report needs to outline the following information.

- a. **Purpose statement:** Outline the purpose of the plan and list 2–3 measurable marketing communications objectives.
- b. **A SWOT analysis:** Include an outline of economic, social and industry trends relevant to choice of appropriate media options; be sure to use and refer to numeric information to analyse the impact of trends.

- c. **Definition of the target audience:** Explain principles of consumer behaviour and influences on buyer behaviour.
- d. **Analysis of the product or service:** Describe this in a way that supports the selection of media vehicles.
- e. **Media vehicles and rationales:** Include a selection. Summarise the range of marketing communication options for different markets; describe and contrast a range of media vehicles for marketing communication options, including primary and secondary media, and a discussion on media styles.
- f. **Legal and ethical constraints:** Summarise key provisions of relevant legislation, codes of practice and national standards affecting marketing operations.

Note: Ensure you record at least three sources of information, which may be organisational documents and policies, or external online or print information.

- 4. On the basis of your draft marketing plan, complete a marketing brief to be presented for discussion to the senior marketing management team. Use the template provided in Appendix 1, or a suitable alternative for the organisation you are using as the basis of this task.

Note: The purpose of the brief is to provide an agency with the information they will need to develop creative and implement an effective campaign that is consistent with your organisation's marketing plan and other operational and strategic needs.

Be sure to include a budget figure consistent with the organisation's marketing budget and provide rough timings for the campaign.

- 5. Arrange with your assessor a time and place to role-play a meeting with the senior management team to present your brief for feedback. The purpose of the meeting will be to establish specifications of a campaign.

The agenda should include:

- a. confirm campaign purpose and objectives
 - b. discuss nature of campaign
 - c. discuss outcomes of previous campaigns
 - d. confirm budget allocation.
- 6. Conduct the meeting. Ensure you use oral communication skills to:
 - a. actively participate in discussion, use listening skills and explain ideas
 - b. use appropriate language for your audience
 - c. use effective body language.
 - 7. On the basis of feedback from the meeting, amend your draft marketing communication plan and marketing brief.
 - 8. Submit your draft and final marketing plans and marketing briefs in accordance within the agreed timeframe and in accordance with the specifications outlined below.

Specifications

You must:

- Participate in management meeting role-play
- Submit draft and final marketing plans (written reports)
- Submit draft and final briefs (template in appendix 1).

Your assessor will be looking for demonstration of the following foundation skills:

- Reading skills to access information from a range of sources relevant to marketing activities
- Writing skills to:
 - use clear, specific and professional language for business report writing
 - use appropriate report and brief formats to present ideas and recommendations to management
- Numeracy skills to bring together and explain numeric information on market trends, set measurable objectives, budgets and timeframes
- Oral communication skills to:
 - actively participate in discussion, use listening skills and explain ideas
 - use appropriate language and body language
- Workplace navigation skills to consider legal and ethical implications of a campaign
- Marketing planning skills to:
 - summarise implementation of tasks to achieve outcomes, with an awareness of organisational requirements, time and budgetary restraints
 - evaluate and select media options for the brief
 - evaluate feedback and make improvements to planning and brief
 - develop new and innovative marketing ideas through research, exploration, analysis and critical thinking.



Appendix 1 – Marketing brief template

Client profile	
Brand/project	
Agency project lead	
Client project lead	
Approvals	
Requirements	
Budgets	



Timings	
Mandatories/ campaign objectives <i>(from plan report)</i>	
Where are we now?	
Where do we want to be?	
What is the exact purpose of this brief?	



Who do we need to engage with? <i>(target audience characteristics)</i>	
Unique points through which we can engage with them <i>(media vehicles)</i>	
How will we know when we have arrived? <i>(monitoring, evaluation, etc.)</i>	



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**Anything else we
really need to
know? Legal and
ethical
constraints?**
(from plan report)

Approval



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Assessment 2 – 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

You will demonstrate knowledge and skills required to develop and present a creative brief in a business context.

Assessment description

In response to the scenario provided, and following on from work completed on the brief for Assessment Task 1, you will use the brief from the client to develop a campaign creative brief to reflect the client's requirements. You will then present the creative brief to the creative team and the creative director.

Procedure

1. Read the following scenario.

You work in a creative team within a marketing agency.

Your agency has been given a marketing brief from the client. The marketing director has asked you to develop a creative brief to match the requirements of the client.

You are to plan and budget for the campaign. You will then present the creative brief, media schedule and budget to the rest of the team and the creative director.

For inspiration, the director has asked you to look at the following examples:

- Arguelles, A., 2011, 'PayPal creative brief', *LinkedIn Slideshare*, <<http://www.slideshare.net/aaga8/paypal-creative-brief>>
- TOMS Shoes Team, 2011, 'TOMS Shoes creative brief', *TOMS Shoes Team Blog*, <<https://tomshoesteam.wordpress.com/2011/10/20/toms-shoes-creative-brief>>.

2. Meet with your assessor to agree on a suitable agency or organisation to use as the basis of this task and to agree on timeframes for completion of this assessment task.
3. Using the final marketing communication brief, in accordance with the scenario described above, produce a creative brief for presentation to a client, including the following.

- a. **Background/overview:** What is the big picture? What is going on in the market? Anything happening on the client side that the creative team should know about? Any opportunities or problems in the market?
 - b. **Objective:** What is the goal of the communication or campaign? What do we hope to accomplish?
 - c. **Target audience:** Who are we talking to? Who is the intended target audience we want to move to take action against the objective? Ensure you:
 - i. describe or illustrate relevant media vehicles for the audience and objectives
 - ii. recommend primary and secondary media.
 - d. **Consumer insight:** What is the most important thing to say or show?
 - i. Use consumer language.
 - e. **Reasons why:** What are the most compelling reasons to believe, to try, to buy?
 - i. Ensure you identify pitch or appeal.
 - f. **Desired response:** What do we want consumers to think, feel or do as a result of this campaign? This is typically where you will outline the consumer journey and the call to action you want.
 - g. **What else might help the creative team?** Here is where you can include consumer insights, memorable quotes, a description of the brand personality, positioning taglines, etc.
 - h. **Practicalities:** Schedule and budget for each activity.
4. Arrange with your assessor a time and place to present the brief to the team and answer any questions they may have.
5. Present the creative brief to the team. Use your communication skills to:
 - a. actively participate in verbal exchanges by listening and questioning to clarify and confirm information
 - b. use appropriate language and non-verbal features to clarify, explain and present information on marketing activities.
6. Amend your creative brief on the basis of client feedback from the team and creative director.
7. Submit your draft and final creative briefs to your assessor within the agreed timeframe and to specifications below.



Specifications

You must:

- Participate in team creative brief presentation role-play
- Submit completed draft and final creative briefs.

Your assessor will be looking for demonstration of the following foundation skills:

- Reading skills to access information from the marketing brief
- Writing skills to:
 - use clear, specific and professional language for creative briefs
 - use appropriate brief formats to present ideas and recommendations to the creative team
 - numeracy skills to bring together and explain numeric information on measurable objectives, budgets and timeframes
- Oral communication skills to:
 - actively participate in discussion, use listening skills and explain ideas
 - use appropriate language and body language
- Creative planning skills to:
 - plan to implement tasks to achieve outcomes, with an awareness of organisational requirements, time and budgetary restraints
 - evaluate and select media options for the creative brief
 - evaluate feedback and make improvements to the creative brief
 - develop new and innovative marketing ideas for creative work through exploration, analysis and critical thinking.