



BSB42415 Certificate IV in Marketing and Communication

Record of Assessment Outcome

Unit of Competency:		BSBCRT401 Articulate, present and debate ideas	
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student provided evidence of the following assessment task(s):			
		Yes	No
Assessment 1	Case Study	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Presentation	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Project	<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.	Analyse ideas for communication to others	<input type="checkbox"/>	<input type="checkbox"/>
2.	Provoke response and reaction	<input type="checkbox"/>	<input type="checkbox"/>
3.	Debate and discuss ideas	<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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BSB42415 Certificate IV in Marketing and Communication

BSBCRT401 Articulate, present and debate ideas

Assessment 1 – Case Study

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 plagiarised 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

In this assessment, you will demonstrate the skills and knowledge to review information and plan to communicate key ideas.

Assessment description

In this task you are provided with a scenario and related information. You will review this information and choose some recommendations to make to your colleagues (fellow learners). You will plan how to present your recommendations in an engaging way using the template provided.

You are not expected to become an expert in the scenario topic but you are required to focus on delivering an engaging presentation that supports your case.

Note: You will be making your case through a presentation in Assessment Task 2.

Procedure

1. Read the scenario in the information pack (provided by your assessor).
2. Identify your target audience. If you are not sure of who the target audience will be, you may need to contact your assessor to help you to contact fellow learners or candidates.
3. Considering the scenario task, review all the information provided (in the information pack provided by your assessor) and complete your own research to identify two to four recommendations to support your case.
4. Prepare to present your case for supporting your chosen recommendations to your colleagues (fellow learners).
5. Use the template provided in Appendix 1 to outline how you plan to present your case. Your presentation (including any discussions and group interaction) should be about ten minutes in length, or otherwise as agreed with your assessor.
6. Submit your summary, and any additional materials to support your case (include URL links to resources, hardcopy materials, PowerPoint presentations, etc.) to your assessor within the agreed timeframe.

Specifications

You must submit:

- your completed presentation plan.

Your assessor will be looking for the following foundation skills:

- workplace creativity skills to:
 - consider key themes and ideas to be explored and identify ways to respond to and use diverse perspectives.



Appendix 1: Presentation plan template

Presentation plan

List two to four recommendations that you will support.

These should be taken from the seven recommendations outlined in the information pack.

List your reasons for selecting these recommendations.

Why do you think these are the recommendations that will have the greatest impact? Why is this particular combination of recommendations the best?

How would you summarise your reasons in a sharp and snappy message?

Think of an appealing tagline or advertising-type message that communicates your approach to the topic.



How will you target your method of communication to your audience?

Describe what you know about the audience. How will the business or government or community context shape your message? What is the demographic of your audience and how can you best work to their preferences?

How do you plan to engage your audience while communicating your recommendations?

Are there particular messages or methods of communication that are more engaging? How do you plan to use these to make your case?



How will you, or could you, use storytelling to support your message?

What are the techniques of storytelling? How does storytelling help to communicate ideas? How can you use these to communicate your message and case? For example, 'show-not-tell', use of plot, use of hooks, or use of characters.

What kinds of skills and attributes of your audience could you use to encourage participation and discussion?

List some skills or attributes of people in your audience that you could use to your advantage in your presentation or group discussion. How could you use one or more of these skills of particular audience members, or your facilitator to help present an effective case?

**What additional resources will you need to communicate your message?
Plan to use at least one digital tool.**

Do you plan to use presentation software, props, handouts, music, videos, apps, etc. to support your case? What resources or equipment will you need to organise prior to making the presentation?



Outline your plan for the presentation.

Use bullet points to outline the main messages and order of your presentation. Include time for discussion or group interaction.



Consider what kind of questions your audience might ask following your presentation.

Outline a couple of questions you anticipate and how you would answer them.

List some additional sources of information you might provide for audience members who are interested in further information.

Add references or URL links to websites, videos etc. that you could provide.



Prepare your own questions.

Your colleagues (fellow learners) will be presenting their own recommendations. Write down some questions you might ask colleagues if they support different recommendations to your own. Allow for room to write more questions during presentation times.



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Assessment 2 – Presentation

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 plagiarised 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

In this assessment, you will demonstrate the skills and knowledge required to articulate, present and debate ideas in the workplace.

Assessment description

This task continues from Assessment Task 1. You will use your planning from Assessment Task 1 to present your case to the group. You will encourage group participation and will also participate in other group members' presentations.

You will need to:

- acknowledge new ideas and perspectives from others
- build on the ideas of others
- seek clarification from other candidates
- participate with the group to make final decisions on recommendations for implementation.

At the end of presentations, the group will select two to four of the best recommendations to proceed with in Assessment Task 3.

Procedure

1. Agree with your assessor on a date and time to make the presentation you planned in Assessment Task 1.
2. Create your presentation. Ensure you engage your audience in discussion or interactive activities.
3. Listen and participate in the presentations of your colleagues (fellow learners).
4. As a group, you will discuss and decide on two to four recommendations to support, in line with the scenario requirements. This decision-making process will be led by the assessor.

Scenario requirements

As described in the Information Pack, remember that you are one of the members of your organisation that is sitting on the steering committee. Your audience is made up of other members on the steering committee.

As a committee, you should focus on selecting the recommendations that will have the greatest impact on helping Australians to eat better.

Your organisation will then act to engage the public and then lobby the federal government Department of Health to provide funding and resources to implement the recommendations.

5. Submit any notes, handouts or presentation files that you did not submit in Assessment Task 1 within the agreed timeframe.



Specifications

You must:

- deliver a presentation
- engage the audience
- participate in other candidates' presentations
- participate in a group decision-making process
- submit any notes, handouts or presentation files that you did not submit in Assessment Task 1.

Your assessor will be looking for the following foundation skills:

- oral communication skills to:
 - articulate ideas and requirements clearly and creatively using techniques appropriate to the audience and the environment
 - participate in a verbal exchange of ideas and elicit the view and opinions of others by listening and questioning
 - use a range of persuasive responses and makes comparisons that show an understanding of topics and concepts
- interaction skills to demonstrate sophisticated control over oral, visual and/or written formats, drawing on a range of communication practices to achieve goals
- workplace creativity skills to:
 - recognise opportunities to develop and apply new ideas and select ideas for implementation
 - consider key themes and ideas to be explored and identify ways to respond to and use diverse perspectives
 - use features and functions of digital tools and technologies to store and present information
- learning skills to consider opinions of others to improve and enhance own learning.

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Assessment 3 – 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 plagiarised 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

In this assessment, you will demonstrate the knowledge required to target your message to different audiences and consider how to take risks in order to achieve the desired response from each audience.

Assessment description

In response to the scenario, you will complete a communication plan to target your message to two different audiences.

Procedure

1. Review the decisions agreed upon (i.e. the two to four recommendations for implementation) by the group in Assessment Task 2.
2. Using the template supplied in Appendix 1, create a communication plan for your organisation to:
 - a. engage the public
 - b. lobby the federal government Department of Health to provide funding and resources to implement the recommendations.
3. Submit your communication plan to your assessor in the agreed timeframe.

Specifications

You must submit:

- a completed communication plan, using the template supplied in Appendix 1 of this assessment task.

Your assessor will be looking for the following foundation skills:

- articulate ideas and requirements clearly and creatively using techniques appropriate to audience and environment.



Appendix 1: Communication plan template

Communication plan

List the two to four recommendations.

These should be the recommendations decided upon in Assessment Task 2.

How do you think these recommendations can be best communicated in order to engage the public?

Describe common techniques to tailor messages to particular audiences. Then, include ideas on:

- *The message: the main ideas, the language, the length of the message.*
- *The communication method, or how to contact the public (e.g. TV, social media, through organisations).*

How do you think these recommendations can be best communicated in order to secure government funding and resources for implementation?

Include ideas on:

- *The message: the main ideas, the language, the length of the message.*
- *The communication method, or how to contact the public (e.g. TV, social media, through organisations).*



Describe a number of challenges your organisation will face in communicating to:

- **the public to achieve engagement**
- **the government to receive funding and support.**

List at least three challenges for each.

Public engagement

Government funding

Suggest some innovative approaches to overcoming these challenges.

Suggest how your organisation might take some risks to provoke and encourage a response from the public.

Describe the role of risk taking in the communication of ideas. Then, include specific ideas for taking risks to encourage a response from the public. Discuss the likelihood and consequences of each of these risks.

Identify some key identities (champions or advocates or role models) who could promote your message to the public and encourage public engagement.