



## BSB52415 Diploma of Marketing and Communication

### Record of Assessment Outcome

<b>Unit of Competency:</b>	BSBCRT501 – Originate and develop concepts		
<b>Student Name:</b>			
<b>Student ID Number:</b>			
<b>Assessor Name:</b>			
<b>Term and Year:</b>			
<b>The student has successfully completed the following assessment task(s):</b>		<b>Yes</b>	<b>No</b>
Assessment 1	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Portfolio of Activities	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Written Report	<input type="checkbox"/>	<input type="checkbox"/>
<b>Overall, the student was assessed as:</b>			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	
<b>Did the student meet the criteria for the following elements of competency?</b>		<b>Yes</b>	<b>No</b>
1. Evaluate and explore needs and opportunities		<input type="checkbox"/>	<input type="checkbox"/>
2. Develop a range of creative approaches		<input type="checkbox"/>	<input type="checkbox"/>
3. Refine concepts		<input type="checkbox"/>	<input type="checkbox"/>
4. Develop concepts to an operational level		<input type="checkbox"/>	<input type="checkbox"/>
<b>The student requires the following skill(s) development before re-assessment:</b>			
<b>Feedback to student on overall performance during assessment:</b>			
<b>The student has been provided with feedback and informed of the assessment result and the reasons for the decision.</b>			
<b>Assessor Name:</b>			
<b>Assessor Signature:</b>		<b>Date:</b>	
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.			
<b>Student Name:</b>			
<b>Student Signature:</b>		<b>Date:</b>	

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# BSB52415 – Diploma of Marketing and Communication

## BSBCRT501 – Originate and develop concepts

### 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"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• 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.</li></ul>			
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 report on the research process and records communication with stakeholder in form of feedback and agreed parameters.

## Assessment description

In this assessment task, you will identify possible organisational needs to address. You will generate some broad ideas for addressing one chosen need, and then seek direction from a stakeholder.

## Procedure

1. Identify the organisation you will work with (your workplace or another organisation) and identify your contact person (stakeholder) at that organisation.
  - a. Your stakeholder needs to agree to review your ideas and provide you with some broad parameters (in an interview or through written communication). They will also need to agree to provide feedback on your ideas in a later assessment task.
  - b. Your assessor must approve your choice of workplace or organisation and stakeholder before you proceed.
2. Research your organisation to identify organisational needs for new or improved products, programs, processes or services. Your research could include one or more of the following:
  - a. reading briefing papers, annual reports, business plans or other background information on the organisation
  - b. interviewing the organisation's employees, clients or members
  - c. reviewing the organisation's competitors in the market
  - d. reviewing best practice in the industry
  - e. conducting a SWOT analysis of the organisation.
3. Based on your research, select and describe one need to focus on for the rest of this assessment task and subsequent assessment tasks.
4. Identify factors that could have an impact on the development of ideas, including opportunities for commercialising a product, program, process or service that will meet the need you have identified.

Factors may include anything that would either enable or obstruct the development of ideas and concepts, such as codes of practice, legislation, skill requirements, technical feasibility, nature and size of target audience, organisational charter and policies.



5. Determine whether other organisations or individuals are implementing or exploring ideas to meet similar needs.
6. Identify and describe the target audience who will benefit from addressing the identified need.
7. Generate broad ideas for addressing the need you have identified.

Your ideas can be just a single sentence description. You should aim to develop six to eight creative ideas. These might be a new or improved version of a product, program, process or service. For example:

- a. product – art or craft work, design of new product to be manufactured (such as clothing, equipment), digital technology or media product, radio or television program, or film
  - b. program – festival, museum or gallery exhibition, live entertainment production, professional development event or educational program, networking or relationship-building initiative
  - c. process – internal business process such as recruitment, induction or purchasing procedures, processes for customer service, research or data-gathering
  - d. service – advertising, marketing or fundraising campaign, customer or member service offering.
8. Submit to your stakeholder your description of the identified need, and your six to eight ideas for addressing the need.
  9. Communicate with your stakeholder (face-to-face, by telephone or through email or other web-based channels) to agree on parameters for your concept development. Keep records of your communications.

Parameters you will need to consider include, but are not limited to, include:

- a. budgets
- b. time constraints
- c. target audience constraints
- d. legal constraints
- e. Access to organisational materials or personnel.

## **Specifications**

You must submit:

- A completed report of the research process – this may be documented using the template in Appendix 1
- Records of your communication with the stakeholder (e.g. copies of emails, meeting notes), including stakeholder feedback and agreed parameters.
- Submit all documentation in the format and within the timeframe agreed with your assessor.



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

- Researched and evaluated existing information that informs new concept development
- Interpreted and evaluated a range of complex information
- Identified gaps in the current range of products, programs, processes or services as a prompt for generating new ideas or concepts
- Identified factors that could have an impact on ideas or concepts to be developed, including potential for commercialisation
- Determined whether other players are developing or exploring similar ideas or concepts
- Developed preliminary ideas on new ways to address identified needs and opportunities
- Were able to 'think outside the box' to generate concepts that are innovative and untested for your chosen organisation and industry
- Consulted with a relevant stakeholder to agree on broad parameters for developing ideas and concepts to meet market requirements
- Communicated using language appropriate to interaction in a business environment.



## Appendix 1 – Template for documenting process

<b>Organisation information</b>
<b>Name of organisation:</b>
<b>Name of contact person (stakeholder):</b>
<b>Research</b>
<b>Research findings</b> <i>Summarise the main findings of your research.</i>
<b>Research methods and sources</b> <i>List your research sources and methods.</i>
<b>Organisational needs</b> <i>List the organisational needs you identified.</i>
<b>Opportunities</b>



**Influencing factors**

*Identify factors that could have an impact on the development of ideas to address the needs you identified.*

**Commercialisation opportunities**

*Outline any opportunities for commercialisation of an idea that meets the needs you identified.*

**Similar concepts**

*Identify whether other organisations or individuals are implementing or exploring similar concepts to meet the need you identified.*

**Target audience**

*Describe the target audience that will benefit from the need being addressed.*





## Ideas

*Describe six to eight broad ideas for addressing the needs you identified.*

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# BSB52415 – Diploma of Marketing and Communication

## BSBCRT501 – Originate and develop concepts

### 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"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• 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.</li></ul>		
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 collaborate with others to explore and develop creative approaches for addressing the need you identified in Assessment Task 1. You then will gather feedback and advice to help you evaluate your ideas. You will use feedback and your own evaluation to select two concepts for final development and presentation.

## Assessment description

Your task is to collaborate with others to think creatively about the ideas you generated to address identified needs in Assessment Task 1 and to refine the ideas that you identified for further consideration. You may have required to participate in collaborative activities with other learners for their projects. You may be able to use your participation in creative thinking processes that challenge and test the ideas of others as evidence of your own competence. You will then need to seek feedback from stakeholders and relevant experts for this task, including from your point of contact at the organisation.

## Procedure

### Part A

1. Identify who it is you will collaborate with.
  - a. You may collaborate with fellow learners in the presence of your assessor.
  - b. Alternatively, you may collaborate with employees or members at the workplace or organisation that you used in the previous task. In this case, your collaborators will need to complete third-party reports to submit as evidence of your collaborative process. You can use the third-party report template provided in Appendix 1.
  - c. Your assessor must approve your choice of collaborators before you proceed.
2. Arrange to meet with your collaborators. You must agree with your assessor on a time for observing the collaboration, or get your collaborators to complete third-party reports as agreed with your assessor.
3. Before meeting with your collaborators, provide them with a brief outlining the organisational needs you have identified, and your six to eight ideas for addressing the need identified in Assessment Task 1.
  - a. If your collaborators are unfamiliar with the organisation, you will also need to provide them with some background information about what the organisation does.



4. At the meeting, present the identified need and your ideas. Lead collaborators in a range of creative thinking techniques to build on existing ideas and generate new ideas to address the need.

Creative thinking techniques that you could use include, but are not limited to:

- a. brainstorming
  - b. buzz sessions
  - c. word association
  - d. Edward De Bono's Six Thinking Hats
  - e. mind mapping
  - f. problem-solving techniques such as cause and effect diagrams and the 5 Whys
  - g. lateral thinking games.
5. Incorporate feedback and suggestions from your collaborators into your ideas.
  6. Use the idea evaluation grid in Appendix 2 to list your updated and new ideas. For each idea, work with your collaborators to complete the grid by identifying:
    - a. suitability for the target audience
    - b. technical feasibility
    - c. commercial potential
    - d. social, ethical and environmental issues
    - e. resources required
    - f. time constraints
    - g. effectiveness in addressing the identified need
    - h. whether to explore the idea further.
  7. Using the evaluation grid, identify four to six ideas that are worthy of further consideration. Use the template provided in Appendix 3 to record your reasons for rejecting or selecting each idea

## **Part B**

1. Identify at least one stakeholder and at least one relevant expert.
  - a. Your stakeholders should include the stakeholder from Assessment Task 1.
  - b. Experts could include, but are not limited to:
    - i. persons with industry experience relevant to your idea
    - ii. employees in the organisation you are working with who have specialist technical knowledge relevant to your ideas – depending on the nature of your idea, these employees might have responsibility for manufacturing, marketing, customer relations, web design, human resource management or many other areas of operation
    - iii. persons with IT expertise relevant to your idea



- iv. persons with experience commercialising new products or ideas
    - v. advertising or marketing experts with experience promoting similar products, services or ideas.
  - c. Your assessor must approve your choices of stakeholders and experts before you proceed.
2. Prepare a draft proposal to present to your stakeholders – including your contact person at the organisation, other interested employees or stakeholders and relevant experts.

The proposal should clearly explain your remaining ideas and seek feedback by asking specific questions on areas where you need advice. You may develop your own format for the proposal, use one from your organisation or use or adapt the draft proposal template provided in Appendix 4.

3. Provide your draft proposal to your stakeholders and expert advisors and collect their written feedback, or make notes of any verbal feedback they provide.
4. Compare your ideas with best practice examples of similar products, programs, processes or services and summarise your findings (length: roughly one page).
5. Make adjustments to your ideas to incorporate feedback from your stakeholders and advisors, and from your comparison with best practice.
6. Complete a cost–benefit analysis for at least three of your remaining ideas. Consider both practical and creative criteria to determine the advantages and disadvantages of each idea.
7. Using all of the information you have compiled – stakeholder and expert advisor feedback, best practice comparison and cost–benefit analysis – decide which of the ideas are the two strongest.
8. Document your decision in a one-page report that explains your reasoning.

## **Specifications**

You must:

- Participate in a meeting to collaborate with others
- Submit the brief you provided to your collaborators before your meeting to outline the organisational context, the identified needs and your ideas
- Submit a third-party report from each of your collaborators (Appendix 1; if your assessor does not directly observe your meeting)
- Submit your evaluation of ideas, incorporating feedback and input from your collaborators (Appendix 2)
- Submit an explanation of how you selected ideas for further consideration (Appendix 3).
- Submit draft proposals for four to six ideas
- Submit written feedback from at least one stakeholder and one expert



- Submit a one-page summary of best practice for similar products, programs, processes or services
- Submit a cost–benefit analysis for each of your three best ideas
- Submit a one-page report explaining why you decided on the two final ideas
- Submit all documentation in the format and within the timeframe agreed with your assessor.

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

- Described the broad context in which concepts are being developed
- Identified techniques for generating creative ideas and for translating them into workable concepts
- Used a range of creative thinking techniques to generate or build on concepts to address identified needs
- Challenged, tested and experimented with ideas as part of a collaborative process
- Actively facilitated group interaction by using active listening and questioning techniques to gather input from others
- Evaluated ideas in terms of suitability for target audience, feasibility and commercial potential
- Evaluated ideas in terms of technical feasibility and time constraints
- Took into account social, ethical and environmental issues in concept development
- Identified required resources
- Evaluated the effectiveness of different strategies for achieving desired outcomes
- Selected concepts or approaches that achieve desired outcomes in an innovative and feasible way.
- Presented the proposed ideas in an appropriate format for seeking feedback from others
- Sought input and feedback from relevant stakeholders
- Sought specialist advice on specific aspects of your proposals
- Compared concepts with best practice examples of similar products, programs, processes or services
- Used a range of creative and practical criteria to determine the advantages and disadvantages of different ideas, and evaluated constraints on realisation
- Evaluated constraints on the realisation of concepts or ideas
- Refined proposals based on best practice analysis and stakeholder and expert feedback.



## Appendix 1 – Third-party report template

Print and supply one copy per collaboration to complete after the collaboration meeting.

<p><b>Date:</b></p> <p><b>Organisation (where relevant):</b></p> <p><b>Learner being assessed:</b></p>
<p>What creative thinking techniques were used to generate or develop ideas?</p>
<p>Did the learner actively facilitate group interaction? Provide an example.</p>
<p>Did the learner engage the group in challenging and engaging discussion of ideas? Provide an example.</p>
<p>Did the learner seek the views of others using active listening and questioning? Provide an example.</p>
<p>Name:</p>
<p>Signature:</p>





## Appendix 2 – Idea evaluation grid

Evaluation factor	Ideas							
	Idea 1	Idea 2	Idea 3	Idea 4	Idea 5	Idea 6	Idea 7	Idea 8
Suitability for target audience								
Technical feasibility								
Commercial potential								
Social, ethical and environmental issues								
Resources required								
Time constraints								
Effectiveness in addressing identified need								
Explore further? Yes/No								



### Appendix 3 – Record of ideas template

Rejected ideas	Justification for rejection
1.	
2.	
Ideas for further consideration	Questions, concerns, further research required
1.	
2.	
3.	
4.	
5.	
6.	



## Appendix 4 – Draft proposal template

### **Organisation overview**

*Provide an overview of the organisation to help experts external to the organisation understand the context of your idea. Include the industry area, main products or services and aims of the organisation.*

### **Value proposition**

*Create a short, compelling explanation of your idea that clearly conveys:*

- *who the target customer or user is*
- *what their need is*
- *your idea for addressing the need*
- *the benefits of your idea.*



### **Resource requirements**

*Outline what resources (including human resources, equipment and finance) will be required to realise your idea. Include a rough timeline for implementation (e.g. number of weeks, months or years).*

### **Questions and concerns**

*At this point, you are seeking feedback to help you strengthen your idea. If you have questions and concerns that your stakeholder or expert can help you address, ask them here.*

### **Additional feedback**

*Your stakeholders and experts should supply additional feedback here.*



# BSB52415 – Diploma of Marketing and Communication

## BSBCRT501 – Originate and develop concepts

### 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"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• 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.</li></ul>		
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 create implementation specifications for the two ideas you identified as being your strongest in Assessment Task 2.

## Assessment description

In this assessment task, your task is to create final concept proposals and implementation specifications for the two ideas you selected in Assessment Task 2. You must present your concept proposals and implementation specifications to the stakeholder identified in Assessment Task 1. You must also reflect on the process you used through all assessment tasks.

## Procedure

1. Prepare the final proposals for each of your two ideas. You can use the concept proposal template in Appendix 1, modify the proposal template, or create your own proposal format to suit your ideas. Each of your concept proposals should cover:
  - a. organisational overview – the context in which the concept is being developed and implemented
  - b. value proposition – the benefits of the concept and how it addresses an identified need
  - c. commercialisation requirements – the practical and operational considerations needed to realise your concept
    - i. For this component, you must identify an appropriate funding source that would support the implementation of your concept. The funding source may be a specific budget allocation, a grant, or a formal request for funds from internal or external sources.
    - ii. You should use any requirements of the funding process to guide the development of your implementation specifications (e.g. by including grant acquittal processes in the timelines, if necessary).
  - d. competitive advantage – the features of your concept that make it difficult for a competitor to replicate
  - e. promotional strategy – how the concept will be promoted to customers or end users
  - f. evaluation approach – how you will measure outcomes from the implementation of your concept.



2. Develop implementation plans for each of your two concepts. You can use the implementation plan template supplied in Appendix 2, modify the template, or create your own format to suit your ideas. Each of your plans should cover:
  - a. action items – specific tasks or activities that need to be completed
  - b. responsibilities – identification of who will be responsible for each of the actions
  - c. timelines – identification of when each of the actions needs to occur, including start and finish dates
  - d. resources – identification of the equipment, materials and funding required for each of the actions.
3. Present your concept proposals and implementation specifications to your main stakeholder.

There is no set way to provide this information to your stakeholder, but it should reflect the approach that would be used in the organisation if the concepts were being submitted for approval, funding or endorsement – you may make a formal presentation, hold an informal meeting, or submit your documents via email.

Whichever method you choose, you will need to:

- a. keep evidence of your submission or presentation of the specifications to your main stakeholder
  - b. record feedback from your stakeholder on whether the specifications presented were suitable for approval, funding or endorsement.
4. Reflect on the idea generation and development process you have used throughout all of the assessment tasks. Use the reflection sheet provided in Appendix 3 to make notes on your experiences and how you could improve the process in the future.

## **Specifications**

You must submit:

- Two final concept proposals
- Two implementation plans
- Evidence that you submitted your proposals and plans to your main stakeholder
- A completed reflection sheet.

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

- used concepts refined in Assessment Task 3 as the basis for developing detailed implementation specifications
- presented concepts clearly and logically (using the template provided, or another format as appropriate)
- presented specifications to relevant parties for approval, funding or endorsement



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- reflected on, and evaluated, methods used to develop concepts and ideas to identify ways to improve in future





## Appendix 1 – Concept proposal template

### **Organisation overview**

*Provide an overview of the organisation to help experts external to the organisation understand the context of your idea. Include the industry area, main products or services and aims of the organisation.*

### **Value proposition**

*Create a short statement that clearly outlines the benefits of your idea by explaining who the target customer or user is and the need that your idea will address.*



### **Commercialisation requirements**

*Outline what it will take to realise your idea. Include consideration of practical and operational issues that are specific to the context in which you are operating. This should include a budget and identification of an appropriate funding source. It should also include consideration of:*

- *legislative and regulatory requirements, codes of practice, organisational policies*
- *nature and size of target audience*
- *technical feasibility, available knowledge and skill*
- *human and physical resource requirements.*

### **Competitive advantage**

*What are the things that will prevent others from competing with you effectively? Do you have patent rights, special expertise, exclusive suppliers, or a loyal customer base?*



### **Promotional strategy**

*Describe how you will promote your concept to consumers or end users, whether they be existing external customers, users within the organisation, or the wider public.*

### **Evaluation approach**

*How do you plan to evaluate the success or otherwise of your idea? How will you measure whether your idea is effective in meeting the need you have identified? For example, revenue, sales, employee performance, brand awareness, leads converted, media exposure. Include specific methods of measuring the intended benefits.*



## Appendix 2 – Implementation plan template

<b>What</b>	<b>Action</b>	<b>Who</b>	<b>When</b>	<b>Resources</b>
<i>Summarise a key area of activity required (e.g. product design, legal, manufacturing, marketing)</i>	<ul style="list-style-type: none"> <li><i>Provide details about tasks that need to be completed in this key area of activity</i></li> </ul>	<i>List the people who will be responsible for each action</i>	<i>Specify the timeframe when each action will need to happen. Include any key dates (e.g. product launch, scheduled meetings)</i>	<i>List financial and physical resources required for each action</i>
	•			
	•			
	•			
	•			
	•			
	•			
	•			
	•			



## Appendix 3 – Reflection sheet

Reflect on Assessment Task 1, where you identified an organisational need.

*How well did this stage set you up for the rest of the process? What would you do differently in this stage if you were to start again? Was your research process an effective method for coming up with ideas? What changes would you make to your approach if you were to do it again?*

Reflect on Assessment Task 2, where you collaborated with others to develop new ideas and build on your existing ideas.

*How valuable was the collaboration activity? What issues or ideas did other people raise that you had not thought of? How would you collaborate more effectively in future? Would you use different creative thinking methods and, if so, why? Do you think any of your ideas from this stage might be useful to the organisation in the future?*



Reflect on Assessment Task 3, where you used help from stakeholders and experts to evaluate your ideas.

*In hindsight, are there other kinds of experts you wish you had consulted? Who would they have been? What are the benefits of consulting stakeholders? What are the benefits of consulting experts? Would you use different methods for determining costs and benefits in the future?*

Think about the concept proposals and implementation plans you developed for Assessment Task 4, and about the feedback you received from your main stakeholder.

*How compelling was your final proposal? Would you choose to implement your idea if you were responsible for deciding to go ahead or not? Why or why not? Are there any additional activities you would include in an action plan in future?*