



BSB42415 Certificate IV in Marketing and Communication Record of Assessment Outcome

Unit of Competency:	BSBMKG401 – Profile the market		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	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. Segment market		<input type="checkbox"/>	<input type="checkbox"/>
2. Identify target market		<input type="checkbox"/>	<input type="checkbox"/>
3. Profile target audience		<input type="checkbox"/>	<input type="checkbox"/>
4. Develop positioning strategy		<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

BSBMKG401 – Profile the market

Assessment 1 – 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

You are required to work in a project team to develop a marketing positioning strategy that documents market segmentation, consumer profiling, targeting and strategies relevant to a product or service being offered to the marketplace.

Assessment description

In this assessment you are to consider a product or service that you think has good market potential. It may be an existing product, a slight twist on an existing product in the market or an entirely new product. You are free to choose the product or service.

You are to identify, describe and segment the market using whatever information you can gather from sources available from the internet, associations, vendors, customers and regulatory bodies.

Select three target segments and create a consumer profile of each segment using the best available information. The segments must meet the criteria of a useful segment.

Determine a positioning strategy for each segment and write an implementation plan.

Create a presentation of the segmentation exercise and implementation plan.

Finally, you are required to present individually to the assessor.

Procedure

1. Create a team of three to four students.
2. Select a product or service for which you will be able to gain sufficient information using available resources to meet the requirements of the assessment task. Ensure you have access to, or can produce documents relevant to the product/service such as a marketing plan, organisational requirements, etc.
3. Identify criteria that will be useful in segmenting the market in accordance with the marketing plan (this includes such things as attitude, desired benefits, consumer needs, lifestyle, product/service usage, social factors etc.)
4. Research the market.
5. Identify and describe the market. This includes describing the total market and selected market segments in the form of a consumer profile.
6. Select three target segments to meet your marketing objectives.



7. Write a consumer profile of the target segments – include factors such as their size, potential, distinctive needs, demographic/psychographic descriptors, how they can be easily identified and any distinctive media use patterns (if this information is available).
8. Outline consumer attitudes to the product/service being offered.
9. Develop marketing and distribution options.
10. Develop and document at least two possible positioning strategies and choose one that best fits your marketing requirements.
11. Write a positioning implementation plan containing several options. Liaise with your assessor and make appropriate adjustments based on feedback.
12. Write and individually submit the whole segmentation and implementation plan to the assessor.

Specifications

You must:

- a report covering your entire segmentation exercise and implementation plan

Your assessor will also be looking for:

- use of appropriate segmentation criteria
- use of appropriate sources of information, as well as the use relevant statistical terms (such as those used by the Australian Bureau of Statistics)
- segmentation of the market in accordance with the criteria
- identification of segments which were useful
- definition of the target market in terms of prospective users of a product or service
- identification of strategic marketing options and selecting appropriate targeting strategies
- use of segment descriptors (such as demographic, geographic, historic and psychographic descriptors) to describe the target market
- use of demographic and or psychographic descriptors in the consumer profile
- identification of believable position strategies relative to competitor positioning for the product or service
- creation of a positioning implementation plan including at least two options
- a report which adheres to the Australian Marketing Institute Code of Professional Conduct as well as abiding by key provisions of relevant marketing and business legislation.