



BSB42415 Certificate IV in Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBMKG418 Develop and apply knowledge of marketing communication industry		
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"/>
Assessment 2	Presentation	<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. Develop knowledge of the marketing communications industry		<input type="checkbox"/>	<input type="checkbox"/>
2. Identify industry employment obligations and opportunities		<input type="checkbox"/>	<input type="checkbox"/>
3. Identify future trends within the marketing communications industry		<input type="checkbox"/>	<input type="checkbox"/>
4. Update industry knowledge		<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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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 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

You will demonstrate workplace situated skills and knowledge to research the marketing communications industry and apply knowledge to career planning.

Assessment description

In response to a workplace scenario, you will prepare a written report on the structure of the marketing communications industry and undertake career planning.

Procedure

1. Read the following scenario.

As part of participating in a marketing graduate recruitment program (of an agency or marketing department in an organisation as agreed with your assessor), you have been assigned a mentor to assist you to:

1. acquaint yourself with the marketing communications industry
2. research potential roles and career paths within a particular organisation.

Your mentor asks to complete a two to three page written report on the marketing communications industry and to undertake some personal career planning and networking.

2. Meet with your assessor to agree on a suitable agency or organisation to use as the basis of this task.
3. Undertake research and complete a two to three page long written report on the marketing communications industry, including:
 - a. An industry overview:
 - i. marketing definition and the key principles underlying marketing activities and strategies (such as 4Ps, 7Ps, 4Cs, etc.)
 - ii. the broad structure of the industry, including competitive forces and key players
 - iii. the range of departmental structures, including several examples (flat, functional, channel based, etc.)
 - iv. the range of activities and functions that marketers perform (identify at least eight activities or functions)
 - v. the role of marketing within society, including ethical and legal obligations of marketers
 - vi. identification of at least three relevant associations and networks.
 - b. Information regarding the focus of your chosen organisation:
 - i. the departmental structure and operating environment in the relevant organisation
 - ii. a brief description of three typical roles in the organisation
 - iii. a stakeholder analysis relevant to the organisation and its marketing strategy (a description of all relevant internal and external stakeholders).



Note: Ensure your report demonstrates:

- a. your ability to write a short report for a business audience using appropriate grammar and vocabulary, including use of logical and clear headings
 - b. references at least three reliable online sources of information on the marketing communications industry.
4. Using information you have researched on the marketing communications industry and your chosen organisation, plan your career path.
- a. Identify and describe your current role or a starting position, including legal responsibilities, and identifying sources of role information.
 - b. Identify and describe a target role.
 - c. Identify gaps in your skill, knowledge, experience and networks.
 - d. Identify opportunities for training and/or networking to close the gap and advance in your career.
 - e. Complete Appendix 1.
5. Submit your report and career plan within the agreed timeframe and in accordance with the specifications outlined below.

Specifications

You must submit:

- A two to three page long written report on the marketing communications industry
- A career plan (refer to Appendix 1 of this task).

Your assessor will be looking for the following foundation skills:

- Reading skills to gather, interpret and analyse information from a range of sources to identify relevant and key information on the industry and your organisation
- Writing skills to integrate information from a number of sources to create cohesive documents using suitable format and grammatical structure, with clear, logical language suitable to the audience and purpose
- Workplace navigation skills to understand and adhere to legal and regulatory responsibilities related to own work
- Workplace research and reporting skills to:
 - apply industry knowledge to work task
 - use a continuous learning approach to address emerging career opportunities.



Appendix 1: Career plan template

Current role

Description	Skills and attributes	Legal obligations of role	Information source <i>(role description, policy, other)</i>



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Target role

Description	Skills and attributes	Legal obligations of role	Information source <i>(role description, policy, other)</i>



Skill gaps (between current role and target role)

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Opportunities

Opportunity	Description	Timeframe



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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

You will demonstrate workplace situated skills and knowledge to prepare and deliver a presentation on current issues and trends in the marketing communications industry.

Assessment description

In response to a workplace scenario and using results of your research in Assessment Task 1, you will prepare and deliver a presentation on current issues and trends in the marketing communications industry and apply these trends to a team role.

Procedure

1. Read the following scenario.

You are a marketing assistant (in an agency or marketing department within an organisation as agreed with your assessor) and you have been asked by your manager to research and present key trends to the marketing team, as part of the team's continuous improvement, and to relate these trends to (potentially evolving) roles within the team.

Your research and presentation should also show an awareness of strategic responses by marketing organisations to such trends.

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 the time and place for delivery of your presentation.
3. Research and plan your presentation:
 - a. Identify at least two key trends of current concern for the marketing communications industry.
 - b. List relevant digital communications technologies, platforms and devices.
 - c. Describe the current and future impact of the trends on the marketing communications industry as a whole.
 - d. Describe at least one strategic response by the team or organisation, including the impact of the trend on roles within the team, using everyday activities to illustrate impact.
 - e. Briefly describe a suggested process of keeping up-to-date on trends, conducting formal and informal research, sharing knowledge and continuously incorporating new knowledge into work roles.

Note: Ensure you demonstrate in your presentation appropriate mathematical skills to interpret data and statistical information. You may choose to present trends themselves, presenting graphs, charts or summary statistics, apply statistical techniques to predict trends, or demonstrate numeracy through showing applications of mathematical modelling or data science in the marketing communications industry.



4. Deliver your presentation:
 - a. Use oral communication skills to adapt language and style to your audience.
 - b. Structure your presentation to clearly present ideas and allow for questions, discussion and feedback.
 - c. Use appropriate proxemics and body language.
 - d. Use active listening to interact with your audience and answer questions.
5. Submit presentation notes or slides within the agreed timeframe and in accordance with the specifications outlined below.

Specifications

You must:

- Prepare and deliver a ten-minute presentation on key trends in the marketing communications industry
- Submit printed presentation notes or slides.

Your assessor will be looking for the following foundation skills:

- Numeracy skills to interpret data and statistical information for your presentation audience
- Oral communication skills to present information using language appropriate to audience
- Workplace interaction skills to select and use appropriate style when communicating with team members to seek or share information
- Workplace research and reporting skills to:
 - apply industry knowledge to work task
 - use a continuous learning approach to improve capacity to work effectively and identify and solve problems stemming from emerging trends, including strategic responses and changes to roles or activities.

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