



BSB52415 Diploma of Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBMKG507 – Interpret market trends and developments		
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"/>
Assessment 3	Portfolio of Activities	<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. Interpret trends and market developments		<input type="checkbox"/>	<input type="checkbox"/>
2. Analyse qualitative results		<input type="checkbox"/>	<input type="checkbox"/>
3. Report on market data		<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 – 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 must demonstrate the ability, knowledge and skills required to interpret trends and market developments.

Assessment description

You will write a draft report on an organisation for which you can access sufficient marketing data. You will use the same organisation for Assessment Task 2, so make sure you have access to a marketing plan and market data for this organisation. The organisation may be one you work for, one with which you are familiar, or another as negotiated with the facilitator.

The draft report should identify trends and market developments and their potential impacts on the business, review comparative business performance and identify any potential opportunities and threats to the organisation's market share.

The draft report you create for this Assessment Task will be added to in Assessment Task 2. You will then perform more analysis and submit a final report in Assessment Task 3.



Procedure

1. Select an organisation for which you can access a marketing plan and market data.
 - a. The organisation may be one with which you are familiar, your own workplace, or another as negotiated with your assessor.
 - b. You will need to contact your assessor to discuss your selected organisation. If you think you may not have access to the sufficient data, your assessor will be able to provide additional information required to complete the task.
2. Profile the organisation, making sure you include the following information:
 - a. the organisation's products and/or services
 - b. its current situation in the market
 - c. its current marketing strategy
 - d. an outline of internal and external sources of information that are relevant to the organisation's business activities



- e. any legislation, regulations and codes of practice that apply to the marketing activities of the organisation.
3. Select or gather appropriate data for the completion of steps 4 to 7.
 4. Perform quantitative analysis of:
 - a. market data to identify market trends and developments
 - b. market trends to identify their potential impact on the business
 - c. sets of data to interpret comparative market data

As part of your analysis, you must include the use of at least three of the following concepts or procedures – as well as any other methods of statistical analysis you may wish to use – and briefly explain your choices:

- a. central tendency
 - b. measures of dispersion
 - c. correlations between sets of data
 - d. z-test, t-test, chi-square significance tests
 - e. time series analysis.
5. Perform qualitative analysis of comparative market information. Review and discuss the organisation's performance based on your analysis.
 6. Analyse the market performance of existing and potential competitors and their products or services, to identify potential opportunities or threats to the organisation.
 7. Prepare, plot and interpret the data for visual presentation. Select and use tools that are appropriate, for example, Excel or similar.
 8. Write a draft report that includes your organisational profile (step 2) and the findings on trends and market developments. The report should meet organisational standards for business report writing in terms of content, format and level of detail.
 9. Submit the required documents for assessment as per the specifications below. Be sure to keep a copy for your records.



Specifications

You must submit:

- A written draft report.

Your assessor will be looking for:

- Visual presentation of relevant data
- Reading skills to research, evaluate, analyse and interpret market information from a range of sources
- Writing skills to prepare reports containing complex ideas and concepts
- Numeracy skills to:
 - Collect, organise and analyse data to draw conclusions
 - Use specialised statistical analysis techniques
- Technology skills to enter and analyse data and to visually present information
- Knowledge of:
 - Internal and external sources of information relevant to market trends
 - The legislative and regulatory context of the organisation as it applies to marketing.



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Assessment 2 – 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

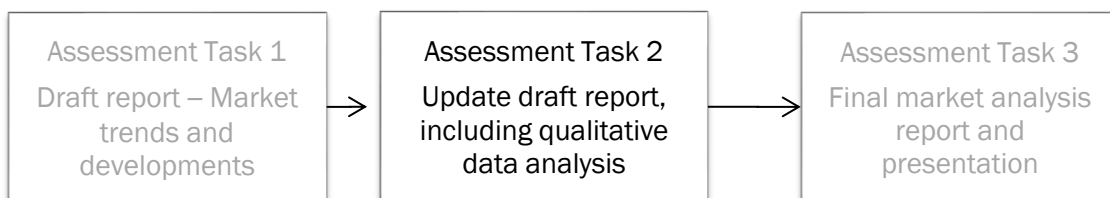
The candidate will demonstrate the ability to implement financial management approaches.

Assessment description

Using the same organisation selected for Assessment Task 1, you will draft a report in which you analyse qualitative data to:

- determine the success of marketing activities
- identify over- and under-performing products and services to be considered for redevelopment or withdrawal
- use forecasting techniques to identify existing and emerging market needs.

The draft report you create for this Assessment Task should complement the analysis undertaken in Assessment Task 1. You will then perform more analysis and present a final report in Assessment Task 3.



Procedure

1. Review the marketing plan strategies and objectives of your selected organisation.
2. Gather and analyse performance data from all areas of the business to determine the success (or otherwise) of marketing activities. In the gathering the data, provide detail on the following.
 - a. Which areas of the business you extracted the data from.
 - b. What data you were able to extract.
 - c. Which tool you used for the analysis.
 - d. Provide the tool, along with the outcomes (spreadsheet, etc.) to be presented as part of your final report.
 - e. Provide the analysis outcomes.
 - f. Provide a report, to be presented, comparing the best-performing business sectors to the lowest-performing sectors.



3. Provide a report on the performance of products and list over-performing and under-performing products and services. Using the data available, recommend redevelopment or withdrawal of any over-performing and under-performing products where appropriate. This report will be presented to your assessor.
4. Utilise forecasting techniques to analyse the market data to identify existing and emerging market needs. Forecasting techniques may include:
 - a. Delphi techniques
 - b. model building
 - c. projection
 - d. scenario planning
 - e. surveys of intentions
 - f. top-down or bottom-up forecasting
5. Document your qualitative analysis from steps 1–4 in your draft report from Assessment Task 1. As a key part of your report, outline the nature and degree of the relationship between variables, net response rate, any sampling, recency or frequency grids, lifetime value of customers and net present value for customers.
6. Submit the required documents for assessment as per the specifications below. Be sure to keep a copy for your records.

Specifications

You must submit:

- A second draft of your report with additional content added as per the procedure.

Your assessor will be looking for:

- Visual presentation of relevant data
- Reading skills to research, evaluate, analyse and interpret market information from a range of sources
- Writing skills to prepare reports containing complex ideas and concepts
- Numeracy skills to:
 - Collect, organise and analyse data to draw conclusions and forecast trends and probability
 - Use specialised statistical analysis techniques
- Technology skills to enter and analyse data and to visually present information
- Knowledge of internal and external sources of information relevant to market trends.

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Assessment 3 – 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.

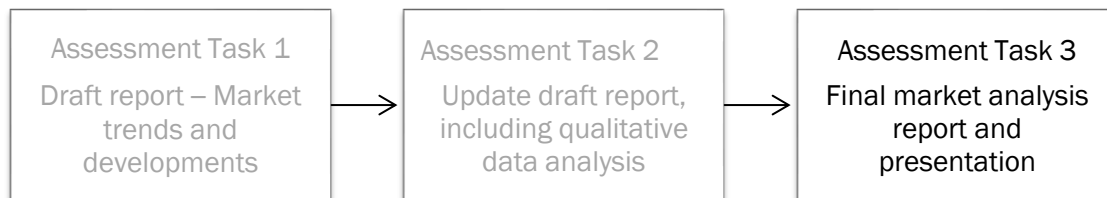
Submit this document with any required evidence attached. See specifications below for details.

Performance objective

In this assessment task, you will need to demonstrate your ability to communicate market and performance data to a range of audiences and with a range of methods.

Assessment description

You will review and finalise your report (developed throughout Assessment Tasks 1 and 2) on market trends and business performance in response to feedback from your assessor. You will then deliver an informal presentation to a small group.



Procedure

Part A

1. Contact your assessor by email, phone or in person to request feedback on your draft report from Assessment Task 2.
2. Based on your assessor's feedback, review your draft report from Assessment Task 2 and make any required changes, paying particular attention to the visual presentation of the report and the data analysis.
3. Add an appendix to your report that identifies software applications that are commonly used in quantitative and qualitative analysis and outline their key features.

Part B

1. Prepare to present your main findings in an informal presentation, suitable to a team meeting. Your presentation should not be longer than ten minutes. Include some visual graphics to support your analysis and findings (e.g. charts and graphs presented in a slideshow). Your presentation will need to cover:
 - a. an overview of market trends and developments
 - b. an overview of the organisation's current performance
 - c. a forecast of emerging market needs.
2. Arrange a time with your assessor to deliver your presentation.



3. Deliver your presentation, ensuring that you match your tone and style of delivery to the audience and context (team meeting).
4. Submit the required documents for assessment as per the specifications below. Be sure to keep a copy for your records.

Specifications

You must submit:

- A final report that includes:
 - Modifications required by the assessor
 - An additional appendix
- Notes, handouts or supporting documents from your presentation.

Your assessor will be looking for:

- Writing skills to prepare reports containing complex ideas and concepts
- Oral communication skills to present information to an audience using appropriate register and vocabulary
- Communication skills to draw on a range of communication practices – visual, oral and writing – to present findings
- Technology skills to enter and analyse data and to visually present information
- Knowledge of:
 - Internal and external sources of information relevant to market trends
 - Software applications that are commonly used in quantitative and qualitative analysis and their key features.