

Learner Assessment Pack

Develop Organisational Marketing Objectives

BSBMKG608



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Develop Organisational Marketing Objectives

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Learner Assessment Pack Assessment Delivery



Learner Information

Each Learner Assessment Pack is made up of three parts:

Assessment Delivery

- Learner Information
- Steps for Learners
- Assessment Agreement

Assessment

- Tasks
- Context
- Assessor Feedback

Recording

- Record of Assessment

Before you commence your Assessment, ensure that you have good knowledge of the subject, have thoroughly read your Learner Resource, and clearly understand the Assessment requirements and the expectations of the Assessor.

You may be required to demonstrate knowledge and skills which may be difficult for the Assessor to witness. If so, an Evidence Record is supplied which will allow the knowledge or skill to be verified by at least one third party, and preferably two or more. These witnesses would usually be current or recent supervisors or your Assessor.

Explanations are given for each Task. If you have any questions, consult with your Assessor.

To contextualise this Assessment to your industry, you must complete a few additional tasks based on your employer's industry. These will be provided by your Assessor.

The assessment tasks may be answered using your business, the simulated business or a mixture of both as instructed by your Assessor.

Records must be kept of all aspects of the Assessment in your Learner Pack.

The record of assessment is a **legal document** and must be signed, dated, and a copy stored as required by your Registered Training Organisation (RTO).

Steps for Learners

1. Receive your Learner Assessment Pack and discuss with your Assessor the expectations of this Assessment. You may also need to supply contact details of one or two work referees who can confirm your skills in the industry. Discuss with your Assessor if you intend to undertake the tasks based on your employing organisation or using the simulated business, Bounce Fitness or a mix of both.
2. Your Learner Assessment Pack is where you will get the Task information. Complete the Tasks as instructed, using either the simulated business, Bounce Fitness, or your employing organisation and include in the Learner Assessment Pack for your Assessor.
3. After you complete your Assessment, gather and return your evidence documents, as detailed in the Task(s) in the timeframe agreed with your Assessor.

Assessment Agreement

Have you signed off:



Delivery Method

- Classroom
 Small Group
 One-on-One
 Online
 Other (please describe)



Assessment Method

- Learner's Organisation –
 Pre-assessment meeting conducted
 Simulated Business



Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development - marketing field of work and include access to:

- Examples of previous marketing strategy, analyses and plans
- Office equipment and resources
- Relevant legislation, regulations, standards and codes
- Case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

I confirm that the activities and assessment completed as part of this unit are my own work and comply with all relevant copyright and plagiarism rules. I understand that if there is any doubt of the authenticity of any piece of my assessment I can be orally examined and the signatory of evidence records may be contacted.

Learner Name _____

Learner Signature _____ Date _____

Assessor Name _____

Assessor Signature _____ Date _____

Learner Assessment Pack

Assessment



Tasks

You are required to complete all tasks as instructed.

Context

Your Assessor will advise you of the tasks that you must complete related to your industry.

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To be assessed for this competency, you must demonstrate your ability to:

- Develop marketing objectives for an organisation including:
 - Undertaking strategic analysis reviewing current marketing performance
 - Formulating short and long term marketing objectives
- Develop a marketing risk management strategy.

The following Assessment Tasks must be completed by you to enable you to demonstrate these skills. These must be conducted:

Using the simulated business Bounce Fitness

or

In your own workplace if you are able to access all the documents and conduct all of the activities.

If you are using your own business, simply replace references to Bounce Fitness with the name of your organisation.

Ensure that you gain the approval of your choice with your Assessor before commencing.

The documents you will require if you are using the simulated business Bounce Fitness can be found on the Bounce Fitness website:

- Infrastructure tab / Bounce Strategy and Planning Documents / All
- Infrastructure tab / Current Projects folder / Bounce Fitness Corporate Marketing Plan
- Infrastructure tab / Current Projects folder / Bounce Fitness Corporate Marketing Plan Review
- Infrastructure tab / Current Projects folder / Bounce Fitness 'Fitness in Maturity' Advertising Brief
- Infrastructure tab / Current Projects folder / Bounce Fitness 'Fitness in Maturity' Advertising Brief Review
- Policies tab / Customer Relationship Management folder
- Policies tab / Human Resources folder
- Policies tab / Quality folder
- Procedures tab / Administrative Procedures folder / Bounce Fitness Style Guide

You may also need to conduct further research.

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Task 1 – Theory: Short Answer Questions

Task 1 requires the Learner to demonstrate their knowledge of how to conduct a strategic analysis to develop organisational marketing objectives. This involves reviewing the organisation's internal and external environments, evaluating past and current marketing performance, and exploring and evaluating new marketing opportunities.

To enable you to do this, answer the following questions. If you require more space, use your own paper placing your name and group identifier at the top and the question number beside your answer.

If you use your own business, include copies of all documentation to which you refer to for your Assessor.

1a Summarise financial management techniques.

Task 1 – Theory: Short Answer Questions (continued)

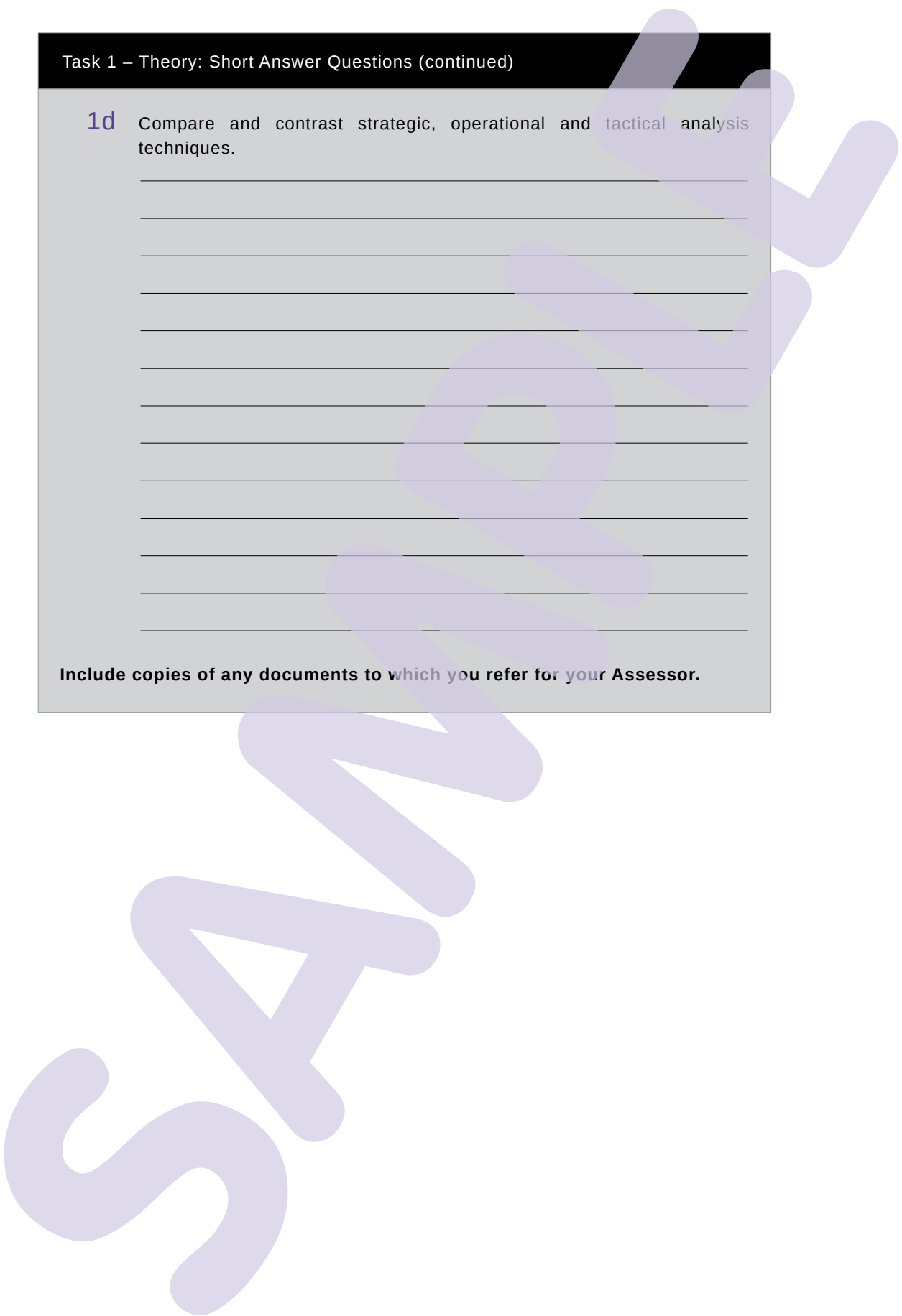
1b Identify and briefly describe key provisions of relevant legislation, codes of practice and national standards affecting marketing operations.

1c Briefly discuss the principles and concepts of marketing and evaluation methodologies.

Task 1 – Theory: Short Answer Questions (continued)

1d Compare and contrast strategic, operational and tactical analysis techniques.

Include copies of any documents to which you refer for your Assessor.

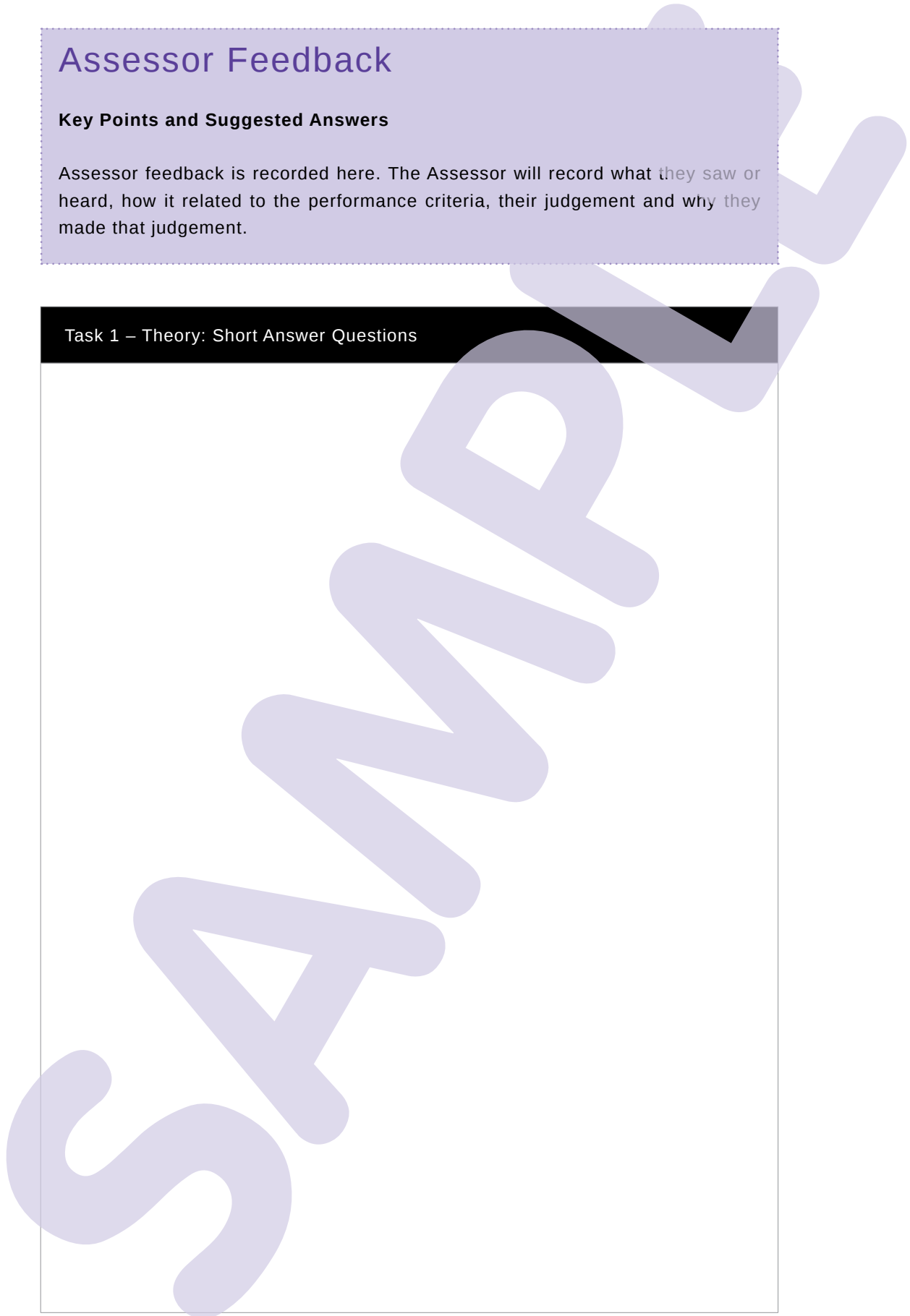


Assessor Feedback

Key Points and Suggested Answers

Assessor feedback is recorded here. The Assessor will record what they saw or heard, how it related to the performance criteria, their judgement and why they made that judgement.

Task 1 – Theory: Short Answer Questions



Task 1 – Theory: Short Answer Questions (continued)

SAMPLE

Task 2 – Practical: Identify Strategic Direction

SAMPLE

Task 3 – Practical: Review Marketing Performance

SAMPLE

Task 4 – Project: Scope Marketing Opportunities

SAMPLE

Task 5 – Project: Formulate Marketing Objectives

Blank area for Task 5 – Project: Formulate Marketing Objectives.

Task 6 – Evidence Record

Blank area for Task 6 – Evidence Record.

Tasks Sign-Off Sheet

Learner Name

Assessor Name

Learner Signature

Assessor Signature

Date

Date

SAMPLE

Learner Assessment Pack Recording



Record of Assessment

Learner Details	Assessor Details
Name	Name
Course Code	Site and Date
Unit Code BSBMKG608	Unit Name Develop Organisational Marketing Objectives

Performance Criteria Mapping			
Assessment Activity	PC Mapping	Satisfactory	Needs More Evidence
Task 1 – Theory: Short Answer Questions	KE 1, 2, 3, 4, 5	<input type="checkbox"/>	<input type="checkbox"/>
Task 2 – Practical: Identify Strategic Direction	Task 2a 1.1, 1.2	<input type="checkbox"/>	<input type="checkbox"/>
	Task 2b 1.3	<input type="checkbox"/>	<input type="checkbox"/>
	Task 2c 1.4	<input type="checkbox"/>	<input type="checkbox"/>
	Task 2d 1.5	<input type="checkbox"/>	<input type="checkbox"/>
Task 3 – Practical: Review Marketing Performance	2.1, 2.2, 2.3, 2.4	<input type="checkbox"/>	<input type="checkbox"/>
Task 4 – Project: Scope Marketing Opportunities	3.1, 3.2, 3.3, 3.4	<input type="checkbox"/>	<input type="checkbox"/>
Task 5 – Project: Formulate Marketing Objectives	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7	<input type="checkbox"/>	<input type="checkbox"/>
Task 6 – Evidence Record	1.1, 1.2, 1.3, 1.4, 1.5	<input type="checkbox"/>	<input type="checkbox"/>
	2.1, 2.2, 2.3, 2.4, 2.5		
	3.1, 3.2, 3.3, 3.4		
	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7		

Performance Evidence Mapping		Satisfactory	Needs More Evidence
PE1	Develop marketing objectives for an organisation including: <ul style="list-style-type: none"> Undertaking strategic analysis reviewing current marketing performance Formulating short and long-term marketing objectives 	Tasks 3, 5 and 6	<input type="checkbox"/> <input type="checkbox"/>
PE2	Develop a marketing risk management strategy	Tasks 5 and 6	<input type="checkbox"/> <input type="checkbox"/>

Knowledge Evidence Mapping		Satisfactory	Needs More Evidence
KE1	Summarise financial management techniques	Tasks 1a and 6	<input type="checkbox"/> <input type="checkbox"/>
KE2	Identify and provide overview of key provisions of relevant legislation, codes of practice and national standards affecting marketing operations	Tasks 1b and 6	<input type="checkbox"/> <input type="checkbox"/>
KE3	Analyse organisational structure, policies, procedures, products or services and overall strategic plans of an organisation	Tasks 3 and 6	<input type="checkbox"/> <input type="checkbox"/>
KE4	Discuss principles and concepts of marketing and evaluation methodologies	Tasks 1c and 6	<input type="checkbox"/> <input type="checkbox"/>
KE5	Compare and contrast strategic, operational and tactical analysis techniques.	Tasks 1d and 6	<input type="checkbox"/> <input type="checkbox"/>

Context Mapping	PC Mapping	Satisfactory	Needs More Evidence
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>

Foundation Skills Mapping					
Skill	Description	ACSF Level	Mapping	Satisfactory	Needs More Evidence
Reading	Accesses, analyses and evaluates information from a range of sources relating to the marketing process	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
Writing	Uses a range of writing styles to articulate complex concepts	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
	Revises and edits documents based on feedback	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
	Uses appropriate formats and grammatical structures to present information logically for different audiences	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
Oral Communication	Uses appropriate language and non-verbal features to explain and present information to a range of personnel	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
	Uses active listening and questioning to elicit feedback and clarify or confirm understanding	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
Numeracy	Analyses complex numerical information on trend data, targets and budgets	6	Tasks 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
Navigate the world of work	Works autonomously making high-level decisions to ensure organisational objectives and regulatory requirements are met	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
	Understands own legal and ethical rights and responsibilities	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
Interact with others	Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how	6	Tasks 2, 3 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	Fosters a collaborative culture within own sphere of influence, facilitating a sense of commitment to shared goals	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
Get the work done	Uses logical planning processes, and an increasingly intuitive understanding of context, to extract relevant details when conducting strategic analysis	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
	Systematically analyses information to formulate and evaluate alternative strategies	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>
	Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of factors into account	6	Tasks 1, 2, 3, 4, 5 and 6	<input type="checkbox"/>	<input type="checkbox"/>

(please tick appropriate box)	Yes	No
Comments and future action noted in Learner Assessment Pack	<input type="checkbox"/>	<input type="checkbox"/>
Results discussed and agreed to You have the right to appeal the outcome of your assessment.	<input type="checkbox"/>	<input type="checkbox"/>
The Learner is	Competent <input type="checkbox"/>	Not Yet Competent <input type="checkbox"/>

Learner Comments

Blank space for Learner Comments.

Assessor Comments

Blank space for Assessor Comments.

Details of further evidence required

After reassessment the Learner is	Competent <input type="checkbox"/>	Not Yet Competent <input type="checkbox"/>
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Assessor Signature **Date**

The signature confirms that I have submitted all my own work and agree with the assessment decision and feedback.

Learner Signature **Date**

