



Course outline

*BSB40820 Certificate IV in Marketing
and Communication*

*BSB50620 Diploma of Marketing and
Communication*

*BSB60520 Advanced Diploma of
Marketing and Communication*

*10904NAT Diploma of Social Media
Marketing*



This Course Outline applies to Young Rabbit Pty Ltd (ABN: 28 003 381 182 RTO number: 90396) trading as Australian Pacific College CRICOS Provider: 01331F

Welcome to Australian Pacific College and to your Marketing, Communications and Social Media courses. We hope you enjoy your time at Australian Pacific College and that you find your course a useful program for your professional development in the field of Marketing, Communications and Social Media. In this booklet you will find information about our marketing courses - Certificate IV in Marketing and Communication, Diploma of Marketing and Communication, Advanced Diploma of Marketing and Communication and the Diploma of Social Media Marketing.

BSB40820 Certificate IV in Marketing and Communication

Aims

This course aims to provide students with the skills and knowledge to work within a marketing and communication context. In addition, it aims to provide students with critical thinking and analysis skills needed to function in a lower level coordinating role within a marketing department.

Job roles

This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to a more senior marketing practitioner.

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- direct marketing officer
- market research assistant
- marketing coordinator
- marketing officer
- public relations officer

Duration

The course consists of four terms each of 9 weeks in length.

It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with a Certificate IV in Marketing and Communication.

Entry Requirements

Current entry requirement for all students:

Academic

Successful completion of Australian Year 11 or equivalent.

English

Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course Structure

The course is delivered in twelve subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

Subject Code and Name	Unit of Competency
A30044 Marketing Activities	BSBMKG433 Undertake marketing activities
A30045 Consumer behaviour	BSBMKG435 Analyse consumer behaviour
A30046 Complex documents	BSBWRT411 Write complex documents
A30047 Marketing Communication 1	BSBMKG440 Apply marketing communication across a convergent industry
A30048 Marketing Communication 2	BSBMKG439 Develop and apply knowledge of marketing communication industry
A30049 Presentation Skills	BSBCMM411 Make presentations
A30050 Marketing Ideas	BSBCRT412 Articulate, present and debate ideas
A30051 Fundamentals of Public Relations	BSBMKG441 Develop public relations documents
A30052 Products and Services	BSBMKG434 Promote products and services
A30053 Digital Media	BSBMKG437 Create and optimise digital media
A30054 Stakeholder interactions	BSBOPS306 Record stakeholder interactions
A30055 Creative collaboration	BSBCRT413 Collaborate in creative processes

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your trainer will give you more comprehensive information about each assessment task.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

BSBMKG433 Undertake marketing activities - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to undertake marketing activity	1.1 Identify task requirements according to organisation's marketing plan and relevant policies and procedures 1.2 Review marketing activities according to industry trends and competitive activity 1.3 Develop and document action plan for marketing activities according to task requirements 1.4 Seek approval of action plans from relevant personnel
2. Co-ordinate marketing activities	2.1 Identify and access resources required for marketing activities according to action plan 2.2 Contribute to assigning responsibilities and functions to relevant marketing personnel 2.3 Assist required personnel in managing marketing activities 2.4 Monitor implementation of marketing activities according to activity plan, as required
3. Review marketing activities	3.1 Measure and record outcomes of marketing activities against marketing plan 3.2 Review results of activities against expected marketing plan outcomes 3.3 Prepare report of marketing activities and share with relevant personnel

BSBMKG435 - Analyse consumer behaviour - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Evaluate drivers of consumer behaviour	1.1 Source information on market for a product or service according to marketing plan 1.2 Identify consumer attributes for market from market profile and existing customer data 1.3 Identify and compare features of product or service according to marketing plan 1.4 Investigate consumer need for the product or service through analysis of trends and past performance, where possible
2. Evaluate reasons for existing levels of consumer interest	2.1 Analyse consumer responses to previous marketing communications 2.2 Review relevant data and determine consumer digital footprints, engagement journeys and expectations 2.3 Assess organisational capability and respond to consumer demand for products or services

3. Recommend marketing focus	<p>3.1 Outline how influences on consumer behaviour will be used to target effective marketing strategies and present a rationale for marketing focus</p> <p>3.2 Clarify the role of the consumer in the digital marketing environment and model engagement conversations and interventions</p> <p>3.3 Confirm focus of appeal meets legal and ethical obligations and budgetary requirements of marketing plan</p>
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BSBWRT411 - Write complex documents - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan complex document	<p>1.1 Determine audience, purpose and requirements of document according to organisation policies and procedures</p> <p>1.2 Determine required format, style and structure for document</p> <p>1.3 Establish method of communication</p> <p>1.4 Develop content overview of document</p> <p>1.5 Determine categories and logical sequence of information according to proposed structure, content and document requirements</p>
2. Draft complex document	<p>2.1 Confirm information is cohesive and satisfies document purpose and requirements</p> <p>2.2 Develop draft document to communicate data, information and knowledge according to organisational policies and procedures</p> <p>2.3 Identify gaps in required data, information and knowledge, and collect additional material from relevant sources, if required</p> <p>2.4 Draft text according to document purposes and requirements</p>
3. Finalise complex document	<p>3.1 Review draft text and confirm document purpose and requirements are met</p> <p>3.2 Check grammar, spelling and style for accuracy and punctuation</p> <p>3.3 Confirm draft text is approved by relevant organisation personnel</p> <p>3.4 Review and incorporate any amendments in final copy</p> <p>3.5 Apply basic design elements for document appropriate to audience and purpose</p> <p>3.6 Check document and confirm all requirements are met</p>

BSBMKG440 - Apply marketing communication across a convergent industry - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish convergent environment	<p>1.1 Establish task requirements and objectives for implementing marketing communications</p> <p>1.2 Identify roles and responsibilities within convergent industry</p> <p>1.3 Identify role of the customer in the convergent environment</p> <p>1.4 Identify legislation, regulations and policies applicable to convergent industry</p>
2. Prepare convergent tools and techniques	<p>2.1 Identify existing convergent tools and techniques in the marketing communication environment and assess their applicability</p> <p>2.2 Develop convergent tools and techniques, where required, for use within a marketing communication industry and for a customer-centric environment</p> <p>2.3 Confirm suitability and cost-effectiveness of the convergent tools and techniques</p>

3. Implement marketing communications	<p>3.1 Select and use most suitable convergent tools and techniques according to task requirements</p> <p>3.2 Implement convergent tools and techniques for marketing communication</p> <p>3.3 Establish channels to respond to customer perspectives</p> <p>3.4 Establish and maintain expert and business networks related to marketing communication convergence</p>
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BSBMKG439 - Develop and apply knowledge of communications industry - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research and analyse communications information	<p>1.1 Identify and access sources of information on the communications industry</p> <p>1.2 Research identified sources of information and document outcomes</p> <p>1.3 Analyse the communications industry sectors, associations, networks and societal role and key stakeholders</p> <p>1.4 Analyse technological developments, trends and issues of the for communication industry</p>
2. Develop communications deliverables	<p>2.1 Identify resources and task requirements for developing deliverables, with relevant personnel</p> <p>2.2 Use research to prepare deliverable according to organisational policies and procedures</p> <p>2.3 Organise information included in the communications</p> <p>2.4 Establish criteria for assessing deliverable</p> <p>2.5 Share deliverable to relevant personnel</p>
3. Finalise communications deliverables	<p>3.1 Seek feedback on deliverable from relevant personnel</p> <p>3.2 Incorporate feedback to deliverable</p> <p>3.3 Implement procedures for ongoing monitoring of the communications industry</p> <p>3.4 Update information in the deliverable, as required</p>

BSBCMM411 - Make presentations - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare presentation	<p>1.1 Plan presentation approach and intended outcomes</p> <p>1.2 Identify target audience, location and resources requirements</p> <p>1.3 Select presentation strategies, format and delivery methods according to presentation requirements</p> <p>1.4 Select techniques to evaluate presentation effectiveness</p>
2. Deliver presentation	<p>2.1 Summarise key concepts and ideas and present to target audience</p> <p>2.2 Provide opportunity for audience to seek clarification on presentation information</p> <p>2.3 Confirm target audience understand key concepts and ideas, and that identified presentation objectives have been achieved</p>
3. Review presentation	<p>3.1 Evaluate effectiveness of the presentation</p> <p>3.2 Seek and discuss feedback and any reactions to the presentation from participants and relevant stakeholders</p> <p>Make changes to presentation based on feedback received</p>

BSBCRT412 - Articulate, present and debate ideas - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish framework for communication	1.1 Assess purpose of, and audience for communication according to task requirements 1.2 Evaluate advantages and disadvantages of various methods of communication according to task requirements 1.3 Research organisational or legislative frameworks applicable to communication
2. Develop ideas for communication	2.1 Assess persuasive communication techniques against objectives of communication 2.2 Identify specific ways to provoke and encourage response in individuals or groups in consultation with others 2.3 Consider potential communication challenges and strategies for mitigation 2.4 Research and document selected key ideas for presentation according to objectives of communication
3. Debate and discuss ideas	3.1 Present substantiated communication to audience 3.2 Facilitate conversations that challenge existing, and explore new, approaches to idea generation 3.3 Respond to questions about communication with relevant information 3.4 Use feedback to refine communication

BSBMKG441 - Develop public relations documents - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to develop public relations documents	1.1 Identify task objectives and relevant legal and ethical frameworks 1.2 Research previous organisational public relations documents, distribution channel information and evaluation data 1.3 Confirm document objectives, message and process with relevant personnel 1.4 Identify resources, timelines and costs in consultation with relevant personnel
2. Establish final public relations documents	2.1 Draft documents according to task and organisational requirements 2.2 Seek feedback from relevant personnel on public relations documents 2.3 Agree upon modifications and incorporate into final draft
3. Review finalised documents	3.1 Distribute documents according to timelines, task and organisational requirements 3.2 Monitor and collate feedback on the effectiveness of distributed documents 3.3 Evaluate feedback results against task objectives 3.4 Record and file evaluation results and recommendations for future improvements according to organisational policy and procedure

BSBMKG434 - Promote products and services - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish promotional activities	<ul style="list-style-type: none"> 1.1 Identify need for promotion of product or service according to organisational and market requirements 1.2 Identify overall promotional objectives in consultation with relevant stakeholders 1.3 Analyse and select promotional activity options for meeting promotional objectives 1.4 Determine contingency strategies for selected activity options
2. Coordinate promotional activities	<ul style="list-style-type: none"> 2.1 Allocate roles and responsibilities for delivery of promotional services and communicate to relevant personnel 2.2 Monitor progress of promotional activities according to action plan 2.3 Identify and address potential issues during implementation within scope of own responsibility 2.4 Apply determined contingency strategies, if required
3. Review promotional activities	<ul style="list-style-type: none"> 3.1 Analyse effectiveness of planning processes using feedback and data 3.2 Identify possible improvements in future activities 3.3 Collect feedback and provide to others involved in promotional activity 3.4 Analyse costs and timelines for benefits accruing from the promotional activities 3.5 Prepare conclusions and recommendations relating to effectiveness of promotional activities

BSBMKG437 - Create and optimise digital media - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to promote digital media	<ul style="list-style-type: none"> 1.1 Identify measurable impact objectives for digital media 1.2 Analyse existing online and offline channel data for insights and gaps in engagement and expectations 1.3 Identify tools and technologies accessed by customers 1.4 Establish audience engagement characteristics, expectations and responses
2. Support optimisation of digital media	<ul style="list-style-type: none"> 2.1 Use technology to create a deliverable according to task and organisational requirements 2.2 Develop strategies for rapid real-time response, and changes 2.3 Model channel interaction options 2.4 Test interaction with target groups 2.5 Adapt deliverable according to test outcomes and verify with relevant personnel
3. Evaluate digital media use	<ul style="list-style-type: none"> 3.1 Collate digital data on customer engagement, conversations and conversions 3.2 Moderate data to identify exceptions from agreed performance 3.3 Document issues and recommendations to improve further digital media optimisation

BSBOPS306 - Record stakeholder interactions - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to record stakeholder interaction	1.1 Collect information from stakeholder interaction 1.2 Review purpose of stakeholder interaction 1.3 Review information collected from stakeholder interaction. 1.4 Identify organisational policies and procedures and determine information to be included in record
2. Create record of stakeholder interaction	2.1 Enter details of stakeholder interaction in required CMS fields according to organisational policies, procedures and protocols 2.2 Check that collected information has been attributed to appropriate stakeholder in CMS
3. Finalise and review recording process	3.1 Confirm that records represent stakeholder views, are free of bias and opinion, and comply with organisational requirements 3.2 Check completeness and discoverability of record 3.3 Complete required processes for finalising and saving created record in CMS according to organisational policies and procedures

BSBCRT413 - Collaborate in creative processes - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Enter into a collaborative creative process	1.1 Identify individual and group responsibilities according to task requirements 1.2 Identify legislative and organisational frameworks applicable to task 1.3 Identify expectations of collaborative process and task outcome with team 1.4 Confirm channels to communicate with team
2. Engage in a collaborative creative process	2.1 Develop action plan for collaboration 2.2 Establish solutions according to task requirements in collaboration with team 2.3 Provide constructive feedback on the ideas of others 2.4 Support team members to meet task requirements
3. Reflect on own role in the collaborative creative process	3.1 Reflect on personal level of participation, relationships with others and personal behaviour in the collaborative process 3.2 Seek feedback from others on personal contribution and participation 3.3 Identify methods and opportunities to improve collaborative skills

BSB50620 Diploma of Marketing and Communication

Aims

This course aims to provide students with the skills and knowledge to work in management roles within a marketing context.

Job roles

This qualification reflects the role of individuals who possess a sound theoretical knowledge base in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

Possible job titles relevant to this qualification include:

- marketing manager,
- marketing team leader,
- product manager
- public relations manager

Duration

The course consists of four terms each of 9 weeks in length. It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with a Diploma of Marketing and Communication.

Entry Requirements

Current entry requirement for all students:

Academic:

Successful completion of BSB40820 Certificate IV in Marketing and Communication or equivalent.

English:

Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course Structure

The course is delivered in eleven subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

SUBJECT CODE AND NAME	UNIT OF COMPETENCY
A30056 Marketing Communication Plans	BSBMKG552 Design and develop marketing communication plans
A30057 Marketing Projects	BSBPMG430 Undertake project work
A30058 Marketing Opportunities 1	BSBMKG541 Identify and evaluate marketing opportunities
A30059 Marketing Mix	BSBMKG542 Establish and monitor the marketing mix
A30060 Persuasive Copywriting	BSBMKG555 Write persuasive copy
A30061 Market Research 1	BSBMKG543 Plan and interpret market research
A30062 Marketing in a Digital World	BSBMKG547 Develop strategies to monetise digital engagement BSBMKG546 Develop social media engagement plans
A30063 Marketing Audit	BSBMKG545 Conduct marketing audits
A30064 Analyse data	BSBDAT501 Analyse data
A30065 Concept development	BSBCRT512 Originate and develop concepts
A30066 International markets	BSBMKG550 Promote products and services to international markets

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your teacher will give you more comprehensive information about each assessment task.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

BSBMKG552 - Design and develop marketing communication plans - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare marketing communication plan information	<p>1.1 Identify and confirm marketing communication purpose and objectives, expectations, budget, timeline and target audience with client</p> <p>1.2 Obtain client and product information</p>
2. Design marketing communication plan	<p>2.1 Undertake and document research according to task requirements</p> <p>2.2 Communicate outcomes and findings to relevant stakeholders</p> <p>2.3 Identify marketing communications mix options</p> <p>2.4 Compare advantages and disadvantages of communications mix</p> <p>2.5 Select communication mix according to marketing communication brief</p> <p>2.6 Establish success measures for marketing communication plan</p>
3. Finalise marketing communication plan	<p>3.1 Prepare budget and timeline proposal</p> <p>3.2 Present marketing communication plan to client</p> <p>3.3 Seek feedback from relevant stakeholders on communication plan</p> <p>3.4 Make changes to the communications plan according to feedback received</p>

BSBPMG430 - Undertake project work - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish project parameters	<p>1.1 Identify project scope</p> <p>1.2 Define project stakeholders</p> <p>1.3 Seek clarification from delegating authority of issues related to project and project parameters</p> <p>1.4 Identify responsibilities of relevant stakeholders and reporting requirements</p> <p>1.5 Clarify relationship of project to other projects and to the objectives of the organisation</p> <p>1.6 Identify availability and access of resources for undertaking the project</p>
2. Develop project plan	<p>2.1 Identify risks and develop a risk management plan for project, including Work Health and Safety (WHS)</p> <p>2.2 Develop project budget and timeframe and seek approval from relevant stakeholders</p> <p>2.3 Consult team members and apply their views in planning the project</p> <p>2.4 Identify and access appropriate project management tools</p> <p>2.5 Develop project plan according to project parameters and deliverables</p> <p>2.6 Finalise project plan and gain necessary approvals to commence project according to documented plan</p>
3. Administer and monitor project	<p>3.1 Communicate to project team members their responsibilities and project requirements</p> <p>3.2 Establish and maintain required recordkeeping systems throughout the project</p> <p>3.3 Implement and monitor plans for managing the project</p> <p>3.4 Undertake risk management as required</p>

4. Finalise and review project
- 4.1 Complete financial recordkeeping associated with project and confirm according to agreed budget
 - 4.2 Complete project documentation and obtain sign-offs for concluding project
 - 4.3 Review project outcomes and processes against the project scope and plan
 - 4.4 Document feedback and suggested improvements

BSBMKG541 - Identify and evaluate marketing opportunities - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Explore marketing opportunities	1.1 Analyse information on market and business needs for marketing opportunities 1.2 Identify potential new markets 1.3 Apply innovative approaches relevant to the development of potential marketing opportunities
2. Evaluate marketing opportunities	2.1 Identify and analyse opportunities for organisational fit according to organisational goals and capabilities 2.2 Analyse the viability of each opportunity 2.3 Determine probable return on investment and potential competitors 2.4 Select marketing opportunities according to outcomes of viability analysis, return on investment and competition
3. Evaluate required changes to current operations	3.1 Seek feedback from relevant stakeholders 3.2 Incorporate feedback received for current operations and take advantage of viable marketing opportunities 3.3 Review current operations and document changes needed 3.4 Identify resource requirements for marketing opportunities 3.5 Document and communicate viability of marketing opportunities to key stakeholders

BSBMKG542 - Establish and monitor the marketing mix - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare marketing mix	1.1 Identify task requirements 1.2 Analyse effects of pricing policy, promotional methods and channels of distribution on marketing outcomes 1.3 Identify potential customer base and key pressure points 1.4 Test effects of components of marketing mix on each other and relative importance to customer base 1.5 Select suitable marketing mix
2. Implement marketing mix	2.1 Identify required resources 2.2 Brief stakeholders of roles and responsibilities in implementation 2.3 Establish communication and team building strategies 2.4 Establish strategies for monitoring the marketing activities
3. Monitor marketing mix	3.1 Assess marketing performance against targets for task objectives 3.2 Compare and record variances in marketing revenue and costs against budget 3.3 Prepare and present marketing reports indicating ongoing progress towards marketing objectives

BSBMKG555 - Write persuasive copy - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish content purpose	1.1 Identify objectives, timelines and budget according to creative brief 1.2 Assess and select writing techniques according to creative brief
2. Prepare content	2.1 Evaluate design and copy options according to creative brief 2.2 Select option/s for communicating required information and images within time and budgetary requirements 2.3 Develop persuasive content according to creative brief
3. Finalise content	3.1 Consult with relevant stakeholders for feedback 3.2 Evaluate feedback and produce final persuasive content 3.3 Seek approval for persuasive content from relevant personnel prior to release

BSBMKG543 - Plan and interpret market research - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan market research	1.1 Identify market research objectives and requirements 1.2 Identify and select data collection methods 1.3 Develop market research plan
2. Perform market research	2.1 Obtain approval from relevant personnel to undertake market research 2.2 Conduct research according to market research plan developed 2.3 Collate and document research
3. Assess results of market research	3.1 Analyse data obtained from market research using statistical and qualitative techniques 3.2 Forecast existing and emerging market needs based on the market research 3.3 Identify threats and opportunities for future marketing activity
4. Report on market research	4.1 Interpret and prepare data for presentation 4.2 Review presentation and rectify errors, where required 4.3 Present research findings to relevant stakeholders

BSBMKG547 - Develop strategies to monetise digital engagement - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish the monetisation of digital engagement	1.1 Identify task requirements and applicable legal, organisational and financial frameworks 1.2 Prepare criterion for channel monetisation according to organisational marketing strategies 1.3 Research opportunities for paid, owned or earned customer engagement 1.4 Select channel for monetisation
2. Create design interventions	2.1 Analyse digital processes for reliability and customer trust 2.2 Use authentication and security requirements for securing transactions according to organisational policies and procedures 2.3 Model the digital customer engagement to select points-of-sale and closure according to organisational strategies

3. Select and implement tools and technologies	<p>3.1 Negotiate processing parameters with relevant stakeholders according to task requirements and organisational strategies</p> <p>3.2 Evaluate and select payment processing tools and technologies</p> <p>3.3 Identify and evaluate reliability of systems for the collection and analysis of transaction data</p>
4. Monitor and evaluate performance	<p>4.1 Conduct review of performance with financial analytics service according to organisational strategies</p> <p>4.2 Track transaction metrics using suitable technologies</p> <p>4.3 Monitor and identify gaps in performance against requirements and adjust as necessary</p> <p>4.4 Evaluate and report on monetisation effectiveness to relevant personnel</p>

BSBMKG546 - Develop social media engagement plans - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to develop social media strategy	<p>1.1 Identify client requirements and characteristics of target audience for social media strategy</p> <p>1.2 Research and document characteristics and online habits of the target audience according to organisational policy</p> <p>1.3 Identify and analyse common responses to triggers, interventions, and preferred and avoided behaviours on social media platforms and applications</p> <p>1.4 Evaluate market research and identify the attention span and retention characteristics of alternative content types and engagement patterns</p> <p>1.5 Document research results and deliver to appropriate personnel</p>
2. Devise social media engagement strategy	<p>2.1 Select preferred social media platforms and applications according to organisation, client and audience requirements</p> <p>2.2 Select content and engagement interventions for target audience according to client requirements</p> <p>2.3 Establish metrics for social media performance according to organisational strategies</p> <p>2.4 Identify and develop mitigation solution for risks to brand and message integrity and trust of target audience</p>
3. Facilitate content delivery	<p>3.1 Develop relevant content and schedule release for maximising target audience attention</p> <p>3.2 Engage with target audience on chosen social media platforms</p> <p>3.3 Identify and implement relevant tools and automate the engagement process in applicable delivery areas</p> <p>3.4 Apply identified metrics for posts, responses and updates</p>
4. Monitor and evaluate social media engagement	<p>4.1 Develop plan for ongoing review of performance using a social media analytics service</p> <p>4.2 Identify gaps in performance against requirements and adjust as necessary according to organisational plan</p> <p>4.3 Evaluate and report on social media engagement effectiveness for delivery to relevant personnel</p>

BSBMKG545 - Conduct marketing audits - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare for marketing audit	1.1 Identify objectives of marketing audit according to organisational marketing plan 1.2 Identify scope of marketing audit and audit methodology according to organisational marketing plan 1.3 Identify participants required for marketing audit process
2. Identify form of marketing audit	2.1 Identify characteristics of marketing audit according to task requirements and audit priorities 2.2 Identify elements to be included in marketing audit and its format according to organisational requirements 2.3 Identify and select marketing audit according to organisational marketing plan
3. Establish external marketing audit	3.1 Identify external environmental factors that meet requirements of audit process 3.2 Identify technological factors, market characteristics and competitive factors relating to the business, which meet audit process requirements 3.3 Perform external marketing audit
4. Establish internal marketing (self) audit	4.1 Identify criteria to use in an internal marketing audit according to organisational requirements 4.2 Identify marketing productivity according to profitability and cost effectiveness 4.3 Record results according to organisational and audit requirements
5. Prepare marketing audit report	5.1 Develop a marketing audit report according to organisational requirements 5.2 Confirm marketing audit report meets reporting requirements of marketing audit form selected and marketing plan 5.3 Confirm accuracy of marketing audit report with relevant personnel

BSBDAT501 - Analyse data - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare for data analysis	1.1 Establish task requirements 1.2 Access source of reliable data according to task requirements and organisational policies and procedures 1.3 Evaluate reliability of data 1.4 Store data according to organisational policies and procedures
2. Analyse dataset	2.1 Select methods of data analysis according to task requirements and industry best practice 2.2 Categorise data for analysis 2.3 Analyse and synthesise data according to task requirements, organisational policies and procedures and industry best practice
3. Finalise data analysis process	3.1 Conduct statistical analysis to confirm accuracy of data analysis 3.2 Identify and remove incorrect results 3.3 Select outcomes that are relevant to purpose of analysis 3.4 Report on key outcomes 3.5 Store analytics results and report according to organisational policies and procedures

BSBCRT512 - Originate and develop concepts - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Scope issue	<p>1.1 Select issue to be explored in consultation with relevant personnel</p> <p>1.2 Assess possible solutions to business issue and identify restrictions according to job role and organisational policy</p> <p>1.3 Research information on possible solutions to identified issue</p> <p>1.4 Assess factors affecting viability of possible solutions</p>
2. Generate and present solutions	<p>2.1 Brainstorm ideas for addressing issue</p> <p>2.2 Evaluate ideas against identified factors affecting viability</p> <p>2.3 Compare ideas with best practice examples of similar products or programs or processes or services</p> <p>2.4 Select and present a solution in relevant format to stakeholders</p>
3. Refine solutions for implementation	<p>3.1 Seek feedback on ideas from stakeholders</p> <p>3.2 Respond to questions with substantiated answers</p> <p>3.3 Document feedback according to organisational requirements</p> <p>3.4 Refine and finalise solution according to task requirements</p>

BSBMKG550 - Promote products and services to international markets - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan promotion	<p>1.1 Identify and confirm task objectives and requirements, budget timeline, and target market with relevant stakeholders</p> <p>1.2 Access relevant information for assistance in planning</p> <p>1.3 Develop a potential range of promotional activities for international target market according to regulatory and organisational guidelines, international requirements and promotional plans</p> <p>1.4 Select activities according to task requirements</p> <p>1.5 Document selected promotional activities for approval for implementation</p>
2. Coordinate promotion	<p>2.1 Identify and prepare personnel and resources for implementation of promotional activity</p> <p>2.2 Implement marketing activity according to legal, regulatory and organisational requirements</p> <p>2.3 Assign responsibilities for ongoing evaluation of promotional activity</p> <p>2.4 Monitor and address variations between expected and actual performance of promotion according to marketing objectives and organisational policy</p>
3. Review promotion	<p>3.1 Gather feedback on marketing mix for improvements in target and outcomes</p> <p>3.2 Analyse promotional outcomes against costs and timelines</p> <p>3.3 Identify process improvements for future international marketing opportunities</p> <p>3.4 Prepare recommendations for future direction of internationally based promotional activities</p>

BSB60520 Advanced Diploma of Marketing and Communication

Aims

This course aims to provide students with the skills and knowledge to work in leadership roles within a marketing context. It aims to equip them with the skills to make strategic decisions in relation to marketing activities.

Job roles

This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- marketing director
- marketing strategist
- national, regional or global marketing manager.

Duration

The course consists of four terms each of 9 weeks in length. It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with an Advanced Diploma of Marketing and Communication.

Entry Requirements

Current entry requirement for all students:

Academic:

Successful completion of BSB50620 Diploma of Marketing and Communication or equivalent.

English:

Successful completion of 8 weeks of General English at Upper Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course Structure

The course is delivered in ten subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

Subject Code and Name	Unit of Competency
A30067 Marketing Strategy	BSBMKG621 Develop organisational marketing strategy
A30068 Marketing Plan	BSBMKG623 Develop marketing plans
A30069 Marketing Processes	BSBMKG622 Manage organisational marketing processes
A30070 Marketing Networks	BSBTWK601 Develop and maintain strategic business networks
A30071 Marketing Research 2	BSBMKG624 Manage market research
A30072 International Marketing Programs	BSBMKG625 Develop and manage international marketing programs
A30073 Advertising Campaigns 1	BSBMKG626 Develop advertising campaigns
A30074 Advertising Campaigns 2	BSBMKG627 Execute advertising campaigns
A30075 Innovation 2	BSBSTR601 Manage innovation and continuous improvement
A30076 Problem solving	BSBCRT611 Apply critical thinking for complex problem solving
A30077 Marketing Budgets	BSBFIN501 Manage budgets and financial plans
A30078 Organisational Digital Strategies	BSBTEC601 Review organisational digital strategy

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your teacher will give you more comprehensive information about each assessment task.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Scope problem solving process	1.1 Identify complex issue for resolution within scope of job role and in consultation with relevant stakeholders 1.2 Document task objectives and risks involved in pursuing identified issue 1.3 Research legislative frameworks and organisational policy or procedures applicable to identified issue 1.4 Calculate required resources and present to relevant stakeholders
2. Lead solution development process	2.1 Facilitate ideation session with relevant stakeholders 2.2 Evaluate formulated solutions for advantages and limitations using critical thinking techniques 2.3 Apply decision-making processes to select most viable solution 2.4 Prepare a brief on proposed solution according to organisational policy and present to key stakeholders
3. Refine solution for implementation	3.1 Develop a feedback register to systematically record feedback according to organisational requirements 3.2 Refine proposal based on analysis of feedback 3.3 Seek necessary approvals to implement solution

BSBLDR601 - Lead and manage organisational change - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Develop change management strategy	1.1 Identify major operational change requirements according to organisational objectives, performance gaps, business opportunities or threats, and management decisions 1.2 Assess risks and opportunities presented by operational change requirements 1.3 Consult stakeholders, specialists and experts to confirm the change management opportunities and process
2. Implement change management strategy	2.1 Assign resources to the project and confirm reporting protocols with relevant stakeholders 2.2 Develop communication or education plan, in consultation with relevant personnel 2.3 Arrange and manage activities for delivery of communication or education plans
3. Evaluate change management strategy	3.1 Assess performance of communication or education plan against objectives 3.2 Identify and respond to barriers to the change according to risk management plans and organisational objectives 3.3 Modify communication or education plan according to change program objectives

BSBLDR602 - Provide leadership across the organisation - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Communicate organisational mission and goals	1.1 Confirm objectives, values and standards according to organisation's strategic direction 1.2 Establish links between organisational objectives, values and standards and the responsibilities of relevant groups and individuals 1.3 Confirm that media and language used for communicating organisational mission and goals meets the needs of individuals and group 1.4 State expectations of internal groups and individuals 1.5 Investigate incidents and communicate results to relevant groups and individuals according to organisational policies and procedures
2. Influence groups and individuals	2.1 Make decisions according to organisational policies and procedures and work task timeframes 2.2 Facilitate improvements to organisational and workplace policies and procedures 2.3 Facilitate integration of global environment and new technology into work activities 2.4 Represent organisation in the media and community
3. Build and support teams	3.1 Assign accountabilities and responsibilities to teams according to competencies and operational plans 3.2 Resource teams to allow them to achieve their objectives 3.3 Create and maintain a positive work environment 3.4 Encourage teams and individuals to develop innovative approaches to work tasks
4. Demonstrate personal and professional competence	4.1 Model ethical conduct in own work and encourage others to adopt business ethics 4.2 Adapt interpersonal and leadership styles to meet circumstances and situations 4.3 Set and aim to achieve personal objectives and work program outcomes 4.4 Engage in professional development activities and industry and professional networks and groups

BSBOPS601 - Develop and implement business plans - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish business plan	1.1 Identify organisational and legislative frameworks relevant to development of a business plan 1.2 Review market requirements for the organisation's products and service 1.3 Identify and assess business requirements, objectives, competitors and established plans 1.4 Develop performance objectives and measures for business plan, in consultation with relevant stakeholders 1.5 Identify financial, human and physical resource requirements for the business 1.6 Develop business plan

2. Implement business plan	<ul style="list-style-type: none"> 2.1 Communicate business plan to all relevant stakeholders 2.2 Confirm skilled labour is available to implement plan 2.3 Test performance measurement systems and refine, where required 2.4 Prepare reports on key aspects of the business 2.5 Report system failures, product and service failures and variances to the business plan as they occur
3. Respond to performance data	<ul style="list-style-type: none"> 3.1 Analyse performance reports against planned objectives 3.2 Review performance indicators and refine, where required 3.3 Identify and coach under-performing staff 3.4 Establish ongoing review processes

BSBSTR601 - Manage innovation and continuous improvement - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish ways of working within team	<ul style="list-style-type: none"> 1.1 Identify relevant team members and communicate ways of working objectives, expectations and desired outcomes 1.2 Identify and establish strategies to monitor and evaluate performance and sustainability of key systems and processes 1.3 Consult and seek advice from stakeholders, to identify opportunities for improvement 1.4 Communicate with and mentor team members on ways of working that contribute to continuous improvement 1.5 Communicate with and coach team members how they can be innovative
2. Identify improvements	<ul style="list-style-type: none"> 2.1 Analyse performance reports and variance from organisational plans within workplace 2.2 Identify and analyse changing trends and opportunities relevant to the workplace 2.3 Collect data and analyse areas for improvement in supply chains, and operational and service systems 2.4 Conduct a gap analysis of supply chains, and operational and service systems and identify improvement needs and opportunities 2.5 Communicate with and agree on team members identified improvement needs and opportunities 2.6 Identify learning opportunities for team members
3. Implement innovative processes	<ul style="list-style-type: none"> 3.1 Confirm objectives, timeframes, measures and communication plans are in place to manage implementation 3.2 Address the impact of change and consequences for people and implement transition plans 3.3 Implement contingency plans in the event of non-performance 3.4 Follow up failure by investigation and analysis of causes and manage emerging challenges and opportunities 3.5 Confirm that learnings from activities are captured and managed using relevant knowledge management system
4. Develop workplace culture and tools for continuous improvement, innovation and learning	<ul style="list-style-type: none"> 4.1 Evaluate continuous improvement systems and processes and innovation on a regular basis 4.2 Identify and communicate with stakeholders costs and benefits of innovations and improvements 4.3 Establish rewards for continuous improvement, innovation and learning 4.4 Seek and respond to feedback from relevant stakeholders' systems and processes for continuous improvement, innovation and learning

BSBSTR602 - Develop organisational strategies - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Confirm vision and mission of the organisation	1.1 Identify organisation's strategic direction, vision and mission 1.2 Consult with relevant stakeholders on required changes to vision and mission 1.3 Review and develop or revise organisational values to support the vision and mission statement 1.4 Seek support for strategic planning process from all relevant stakeholders
2. Analyse internal and external environment	2.1 Analyse and undertake research to understand external environment 2.2 Undertake political, economic, social, and technological (PEST) analysis 2.3 Undertake capability assessment of competitor organisations 2.4 Analyse organisation's strengths, weaknesses, opportunities and threats (SWOT) 2.5 Establish cooperative ventures, that are supported by risk and cost benefit analyses, according to organisational vision, mission and values and provide for due diligence, where required 2.6 Seek and respond to feedback from relevant stakeholders on analysis internal and external environments
3. Develop strategic organisational plan	3.1 Document relevant research and background for inclusion in the strategic plan 3.2 Develop objectives and strategies relevant for the future 3.3 Detail each strategy with a priority, a timeframe, responsible stakeholders and measurable performance indicators 3.4 Identify risks and develop a risk management plan 3.5 Circulate strategic plan and risk management plan for feedback and endorsement
4. Implement strategic organisational plan	4.1 Communicate strategic plan to all relevant stakeholders 4.2 Develop actions and initiatives for team members to undertake 4.3 Assign team members' roles in relation to strategic objectives 4.4 Use performance indicators to monitor progress in implementing plan and make refinements to plan 4.5 Evaluate achievement of objectives at agreed milestones with relevant stakeholders 4.6 Review effectiveness of plan and consider methods for improving strategic planning processes

BSBHRM614 - Contribute to strategic workforce planning - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research planning requirements	1.1 Analyse strategic plans to determine strategic workforce direction, objectives and targets 1.2 Analyse organisational environment and identify emerging practices and trends that may impact on human resource management in the organisation 1.3 Identify future labour needs, skill requirements and sources of labour supply 1.4 Identify new technology and its impact on job roles and job design 1.5 Review recent and potential changes to industrial and legal requirements

2. Contribute to development of strategic workforce plan	<ul style="list-style-type: none"> 2.1 Consult relevant managers about their workforce preferences 2.2 Agree on workforce philosophies, values and policies with relevant managers 2.3 Develop strategic objectives and targets for workforce services 2.4 Examine options for the provision of workforce services and analyse costs and benefits 2.5 Identify appropriate technology and systems to support agreed workforce programs and practices 2.6 Contribute input from consultation into strategic workforce plan and obtain senior management support for plan 2.7 Analyse risks associated with strategic workforce plan and develop risk mitigation strategies
3. Support implementation of strategic workforce plan	<ul style="list-style-type: none"> 3.1 Work with relevant stakeholders and ensure that plan is implemented according to organisational objectives 3.2 Monitor and review the plan 3.3 Recommend adaptations to plan to account for changing circumstances 3.4 Evaluate and review performance against plan objectives

BSBHRM615 - Contribute to the development of diversity and inclusion strategies - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research opportunities for workforce diversity	<ul style="list-style-type: none"> 1.1 Review current organisational practices for recruiting, training, and promoting staff 1.2 Review current data on staff turnover, workforce demographics and local, regional and international population demographics 1.3 Identify and assess factors that affect current and future supply of workers 1.4 Assess opportunities for diversity within the organisation 1.5 Provide recommendations that support valuing and leveraging diversity to improve organisational practices and meet regulatory requirements
2. Develop diversity and inclusion strategies in collaboration with others	<ul style="list-style-type: none"> 2.1 Confirm objectives to enhance diversity and inclusion within organisation with required stakeholders 2.2 Consult and establish management strategies that support valuing and leveraging diversity and inclusion 2.3 Communicate objectives and rationale to relevant stakeholders 2.4 Obtain agreement and endorsement for diversity and inclusion objectives and collaboratively establish targets 2.5 Contribute to development of required contingency strategies

BSBSUS601 - Lead corporate social responsibility - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify context for corporate social responsibility	<ul style="list-style-type: none"> 1.1 Qualify and quantify the drivers for corporate social responsibility 1.2 Identify current benefits of, and barriers to, corporate social responsibility for organisation 1.3 Analyse legislation, regulation, standards and organisational policy affecting corporate social responsibility 1.4 Identify future opportunities for socially responsible practices

2. Establish corporate social responsibility policy	<p>2.1 Identify key stakeholders for organisational corporate social responsibility</p> <p>2.2 Engage with stakeholders to develop corporate social responsibility objectives and policy</p> <p>2.3 Develop change management provisions for corporate social responsibility strategy</p> <p>2.4 Draft and incorporate social responsibility strategy into required organisational systems, procedures and processes</p> <p>2.5 Prepare and distribute documentation regarding corporate social responsibility strategy</p>
3. Monitor and evaluate corporate social responsibility	<p>3.1 Conduct review of corporate social responsibility integration with relevant people</p> <p>3.2 Evaluate corporate social responsibility against organisational sustainability objectives</p> <p>3.3 Recommend improvements to corporate social responsibility policy and practices</p>

BSBPMG637 - Engage in collaborative alliances - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify opportunities for collaboration and develop collaborative alliances	<p>1.1 Identify and evaluate opportunities for collaborative alliances according to organisational and program objectives</p> <p>1.2 Identify and evaluate potential collaborators according to organisational policies</p> <p>1.3 Initiate and develop relationships with potential collaborators according to organisational policies and procedures</p>
2. Establish collaborative agreements	<p>2.1 Initiate, negotiate, agree and document a collaborative approach with parties which adhere to organisational policies and relevant legal requirements</p> <p>2.2 Approve and review each formal agreement to ensure continuation of envisaged value and to identify potential need for changes and additions according to organisational policies and procedures</p> <p>2.3 Develop collaboration plans for each agreement to support implementation</p>
3. Support the evolution of collaborative agreements	<p>3.1 Monitor and nurture relationships with collaborators</p> <p>3.2 Assess performance of all parties to an agreement against organisational and program objectives and expected results, and address variances</p> <p>3.3 Make changes to agreements as required according to organisational policies and procedures</p>

10904NAT Diploma of Social Media Marketing

Aims

This Diploma of Social Media Marketing aims to provide graduates with social media and digital marketing knowledge and skills required to perform the functions associated with roles such as digital manager and social media marketing manager.

Job roles

This qualification reflects the role of individuals who possess a sound theoretical knowledge base in social media marketing management and demonstrate a range of managerial skills to ensure that social media marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting social media marketing campaigns.

Possible job titles relevant to this qualification include:

- Marketing Manager
- Social Media Manager
- Social Media Consultant
- Social Media Strategist
- Social Media Coordinator
- Social Media / Community Manager
- Digital Marketing Strategist
- Digital Marketing Manager
- Content Marketing Manager
- Content Strategist

Duration

The course consists of four terms each of 9 weeks in length. It is recommended that you attend all classes in order to increase your chances of successfully completing all the assessments. If you successfully complete the course, you will be presented with a Diploma of Social Media Marketing.

Entry Requirements

Current entry requirement for all students:

Academic:

Successful completion of Australian Year 11 or equivalent, or Certificate IV in a related field.

English:

Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at our sister school, English Unlimited, or 10 weeks at other approved providers.

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course Structure

The course is delivered in eleven subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

Subject Code and Name	Unit of Competency
A30079 Content marketing	NAT10904001 Plan, implement and manage content marketing
A30080 Social media marketing	NAT10904002 Plan, conduct and optimise organic social media marketing
A30081 Social media advertising	NAT10904003 Plan, manage and optimise paid social media advertising
A30082 Personal brands	NAT10904004 Establish, build and leverage a personal brand on social media
A30083 Conversion strategies	NAT10904005 Plan, implement and manage social media conversion strategies
A30084 Social media strategy	SIRXMKT006 Develop a social media strategy
A30085 Marketing communication plans	BSBMKG552 Design and develop marketing communication plans
A30086 Marketing Projects	BSBPMG430 Undertake project work
A30087 Marketing opportunities 1	BSBMKG541 Identify and evaluate marketing opportunities
A30088 Marketing Mix	BSBMKG542 Establish and monitor the marketing mix
A30089 Persuasive Copywriting	BSBMKG555 Write persuasive copy

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your teacher will give you more comprehensive information about each assessment task.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

NAT10904001 - Plan, implement and manage content marketing - Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
1 Determine and report on content marketing requirements and opportunities	1.1. Develop a report that identifies and records the organisation's current business and marketing objectives 1.2. Conduct a strengths, weaknesses, opportunities, threats (SWOT) analysis for the organisation and include the findings in the report 1.3. Analyse and define the target audience for the organisation and incorporate this information in the report 1.4. Conduct an audit of organisation's current content marketing activity and include the findings in the report 1.5. Identify and evaluate content marketing opportunities based on the organisation's marketing objectives and position in market and include this information in the report 1.6. Identify legal and ethical standards impacting content marketing and incorporate these in the report
2 Identify content marketing trends and software required	2.1. Evaluate and select software to improve the organisation's content marketing 2.2. Research trends in content marketing relevant to the organisation's product, service or message
3 Develop a content marketing strategy and implementation plan	3.1. Develop a brand identity for the organisation 3.2 Identify the organisation's marketing objectives for inclusion in the content marketing strategy 3.3 Define key performance indicators that measure the success of the content marketing strategy 3.4. Create a calendar for the content marketing strategy outlining the

NAT10904002 - Plan, conduct and optimise organic social media marketing - Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
1. Establish organic presence on social media channels	1.1 Assess factors which influence content ranking by social media algorithms and gauge how they impact organic marketing activity 1.2 Find and explore the contents of marketing resources, portals and courses provided by social media channels 1.3 Compare the benefits of social media business accounts to help achieve marketing objectives as compared with personal accounts 1.4 Analyse audience demographics for the leading social media channels using native analytics 1.5 Populate and optimise a social media profile to maximise follower growth

2. Develop an organic social media marketing strategy	<ul style="list-style-type: none"> 2.1 Examine online examples of organic social media marketing and incorporate their key success factors into the social media marketing strategy 2.2 Choose content formats for organic social media marketing and incorporate them in the strategy 2.3 Develop pillar content that can be repurposed across multiple social media channels 2.4 Define organic content to be used and match this to stages of the buyer's journey 2.5 Use created, curated and co-created content sources as part of the organic social marketing strategy
3. Conduct organic social media marketing	<ul style="list-style-type: none"> 3.1 Implement organic social media marketing tactics to maximise engagement and follower growth 3.2 Select hashtags to align content to social media trends and increase profile awareness 3.3 Reciprocate interactions with other users to foster online relationships 3.4 Collaborate with other social media accounts to mutually improve marketing results 3.5 Identify and participate in social media groups 3.6 Write engaging captions to complement content and encourage user engagement 3.7 Identify opportunities to drive organic traffic to an organisation's web assets
4. Increase efficiency of organic social media marketing	<ul style="list-style-type: none"> 4.1 Select native applications to help improve content creation, data analysis and community management 4.2 Produce content in bulk that adheres to the organic social media marketing strategy 4.3 Select and use software to schedule social media posts in advance and maintain posting consistency 4.4 Use a chatbot and marketing automation to respond to social media users

NAT10904003 Plan, manage and optimise paid social media advertising - Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
1. Develop a paid social media advertising strategy	<ul style="list-style-type: none"> 1.1 Evaluate benefits of paid social media advertising and limits of organic reach and apply findings to the strategy 1.2 Identify the goal and desired action for each buyer stage in the social media advertising funnel and incorporate this in the strategy 1.3 Document the paid social media advertising strategy including social media channels, audiences and budget 1.4 Include metrics to measure the financial return on paid social media advertising
2. Set up tracking code	<ul style="list-style-type: none"> 2.1 Identify the organisation's web assets to be tracked 2.2 Set up advertising account on a social media channel and source the tracking code 2.3 Install and test tracking code and a custom conversion event
3. Build paid social media advertising campaigns	<ul style="list-style-type: none"> 3.1 Compare the campaign structure of social media platforms and select the advertising platform to use 3.2 Select objective for each buyer stage campaign in the paid social media advertising strategy 3.3 Assign advertising budget and select buying type 3.4 Create core, custom and lookalike audiences 3.5 Select placements for social media advertisements

4 Create effective social media advertisements

- 4.1 Compare and select a social media advertising format
- 4.2 Develop the advertisement creative to meet the objectives in the paid social media advertising strategy
- 4.3 Write compelling advertising copy to maximise engagement and interactions
- 4.4 Implement A/B tests to compare advertisement variants and deliver the best results

5 Optimise advertisement delivery to maximise returns

- 5.1 Organise timely community management of paid advertisements
- 5.2 Customise social media advertising platform dashboard to present relevant metrics
- 5.3 Compare data against target metrics to assess campaign performance
- 5.4 Measure return on advertising spend and cost-per metrics
- 5.5 Take corrective actions

NAT10904004 Establish, build and leverage a personal brand on social media - Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
1. Examine personal brand marketing benefits, opportunities and software	<ul style="list-style-type: none"> 1.1. Explain to stakeholders the individual and organisational benefits of personal brand marketing on social media 1.2. Identify social media and other digital channels to be used for personal brand marketing 1.3. Analyse examples of personal brand marketing on different social media channels to identify key success factors 1.4. Explore market trend opportunities created through personal brand marketing on social media 1.5. Identify and evaluate software platforms and tools to use for personal brand marketing
2. Establish personal brand values and attributes	<ul style="list-style-type: none"> 2.1. Identify personal brand values and align them to the goals of the organisation 2.2. Consider personality types and apply their impact to the development of a personal brand 2.3. Establish an individual's life stage and resources available and use these to build a personal brand
3. Build a personal brand across multiple social media channels	<ul style="list-style-type: none"> 3.1. Develop a personal brand marketing strategy for social media that helps achieve the desired goals of the organisation 3.2. Assess and select social media and other digital marketing channels to help build a personal brand 3.3. Establish a personal brand identity based on the organisation's target audience 3.4. Develop a web asset to support and enhance personal brand marketing 3.5. Conduct search engine optimisation to improve search results for a personal brand
4. Grow a personal brand and leverage followers	<ul style="list-style-type: none"> 4.1. Select and use techniques to build a personal brand's followers on social media 4.2. Create and publish content to demonstrate a personal brand's expertise and to engage followers 4.3. Leverage a personal brand's followers to help achieve the organisation's goals 4.4. Select and use techniques to maximise

NAT10904005 Plan, implement and manage social media conversion strategies - Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
1. Write persuasive copy for use on social media and web assets	1.1. Conduct analysis on target audience, product and purpose as a basis for copywriting 1.2. Identify copy ideas and create structure through the use of headlines 1.3. Write, edit and refine copy and check that it achieves its purpose 1.4. Create copy for social media and web assets that drives users to complete a desired action
2. Build web assets that convert traffic visitors	2.1. Select a landing page template aligned to the conversion goal 2.2. Create a landing page with an offer that encourages web visitors to complete a desired action 2.3. Measure the conversion rate of a landing page 2.4. Create an A/B test to maximise the conversion rate of a landing page
3. Retarget social media users who have interacted with an organisation	3.1. Develop a retargeting strategy to serve paid advertisements to social media users who have interacted with an organisation 3.2. Select resources to guide installation of a social media tracking pixel on different web assets 3.3. Create a custom audience on a social media advertising platform 3.4. Select a custom audience to target in a paid social media advertising campaign
4. Utilise email marketing to nurture prospects	4.1. Create an email sequence to nurture landing page conversions 4.2. Develop an email marketing strategy to engage an organisation's email list 4.3. Create and distribute an email campaign 4.4. Measure the effectiveness of email marketing activity

SIRXMKT006 - Develop a social media strategy - Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
1. Determine social media requirements.	1.1. Review organisational strategic objectives and determine objectives and priorities for social media use. 1.2. Source and analyse information about the target market, its social media use, behaviours and preferred platforms. 1.3. Identify and analyse emerging trends in social media platform use. 1.4. Review and compare social media platforms and select those that meet organisational and target market needs. 1.5. Identify opportunities for social media integration with existing systems and procedures. 1.6. Identify opportunities to maximise business exposure through social media activity. 1.7. Determine opportunities for building brand awareness and an online community through social media use.

2. Develop social media policies and procedures.	<p>2.1. Establish scope of social media policies and procedures based on planned social media activity.</p> <p>2.2. Establish guidelines for social media engagement and content use.</p> <p>2.3. Develop issue and crisis management guidelines and appropriate responses.</p> <p>2.4. Integrate legal and ethical considerations into social media policies and procedures.</p> <p>2.5. Ensure policies and procedures are customer-focused and align with organisational marketing plan and strategy.</p>
3. Develop social media strategy.	<p>3.1. Determine strategies for social media content development, customer engagement and customer service.</p> <p>3.2. Develop and document a social media action plan detailing key responsibilities, resourcing requirements and timeframes.</p> <p>3.3. Prepare a social media calendar documenting planned social media activity in line with marketing strategy and promotional activities.</p> <p>3.4. Establish key performance indicators and evaluation criteria for measuring success of social media activity.</p> <p>3.5. Establish methods for tracking and analysing social media engagement, activity and reach.</p> <p>3.6. Ensure social media strategy aligns with organisational objectives and customer service standards.</p>
4. Monitor social media use.	<p>4.1. Communicate social media strategy, action plan, calendar and policies and procedures with relevant personnel.</p> <p>4.2. Monitor social media issues and crisis management and take required action to ensure impacts are minimised and occurrence of future issues or crisis are minimised.</p> <p>4.3. Ensure tracking of social media engagement, activity and reach.</p> <p>4.4. Monitor posting of social media content and ensure alignment with social media strategy, policies and procedures.</p>
5. Review social media performance.	<p>5.1. Analyse captured data to determine social media engagement, activity and reach.</p> <p>5.2. Evaluate social media activity against strategy and use performance indicators to evaluate success of social media use.</p> <p>5.3. Identify opportunities for future improvements in social media use and modify strategy and plans accordingly.</p>

BSBMKG552 - Design and develop marketing communication plans - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare marketing communication plan information	<p>1.1 Identify and confirm marketing communication purpose and objectives, expectations, budget, timeline and target audience with client</p> <p>1.2 Obtain client and product information</p>
2. Design marketing communication plan	<p>2.1 Undertake and document research according to task requirements</p> <p>2.2 Communicate outcomes and findings to relevant stakeholders</p> <p>2.3 Identify marketing communications mix options</p> <p>2.4 Compare advantages and disadvantages of communications mix</p> <p>2.5 Select communication mix according to marketing communication brief</p> <p>2.6 Establish success measures for marketing communication plan</p>

3. Finalise marketing communication plan	<ul style="list-style-type: none"> 3.1 Prepare budget and timeline proposal 3.2 Present marketing communication plan to client 3.3 Seek feedback from relevant stakeholders on communication plan 3.4 Make changed to the communications plan according to feedback received
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BSBPMG430 - Undertake project work - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish project parameters	<ul style="list-style-type: none"> 1.1 Identify project scope 1.2 Define project stakeholders 1.3 Seek clarification from delegating authority of issues related to project and project parameters 1.4 Identify responsibilities of relevant stakeholders and reporting requirements 1.5 Clarify relationship of project to other projects and to the objectives of the organisation 1.6 Identify availability and access of resources for undertaking the project
2. Develop project plan	<ul style="list-style-type: none"> 2.1 Identify risks and develop a risk management plan for project, including Work Health and Safety (WHS) 2.2 Develop project budget and timeframe and seek approval from relevant stakeholders 2.3 Consult team members and apply their views in planning the project 2.4 Identify and access appropriate project management tools 2.5 Develop project plan according to project parameters and deliverables 2.6 Finalise project plan and gain necessary approvals to commence project according to documented plan
3. Administer and monitor project	<ul style="list-style-type: none"> 3.1 Communicate to project team members their responsibilities and project requirements 3.2 Establish and maintain required recordkeeping systems throughout the project 3.3 Implement and monitor plans for managing the project 3.4 Undertake risk management as required
4. Finalise and review project	<ul style="list-style-type: none"> 4.1 Complete financial recordkeeping associated with project and confirm according to agreed budget 4.2 Complete project documentation and obtain sign-offs for concluding project 4.3 Review project outcomes and processes against the project scope and plan 4.4 Document feedback and suggested improvements

BSBMKG541 - Identify and evaluate marketing opportunities - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Explore marketing opportunities	<ul style="list-style-type: none"> 1.1 Analyse information on market and business needs for marketing opportunities 1.2 Identify potential new markets 1.3 Apply innovative approaches relevant to the development of potential marketing opportunities

2. Evaluate marketing opportunities	<p>2.1 Identify and analyse opportunities for organisational fit according to organisational goals and capabilities</p> <p>2.2 Analyse the viability of each opportunity</p> <p>2.3 Determine probable return on investment and potential competitors</p> <p>2.4 Select marketing opportunities according to outcomes of viability analysis, return on investment and competition</p>
3. Evaluate required changes to current operations	<p>3.1 Seek feedback from relevant stakeholders</p> <p>3.2 Incorporate feedback received for current operations and take advantage of viable marketing opportunities</p> <p>3.3 Review current operations and document changes needed</p> <p>3.4 Identify resource requirements for marketing opportunities</p> <p>3.5 Document and communicate viability of marketing opportunities to key stakeholders</p>

BSBMKG542 - Establish and monitor the marketing mix - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare marketing mix	<p>1.1 Identify task requirements</p> <p>1.2 Analyse effects of pricing policy, promotional methods and channels of distribution on marketing outcomes</p> <p>1.3 Identify potential customer base and key pressure points</p> <p>1.4 Test effects of components of marketing mix on each other and relative importance to customer base</p> <p>1.5 Select suitable marketing mix</p>
2. Implement marketing mix	<p>2.1 Identify required resources</p> <p>2.2 Brief stakeholders of roles and responsibilities in implementation</p> <p>2.3 Establish communication and team building strategies</p> <p>2.4 Establish strategies for monitoring the marketing activities</p>
3. Monitor marketing mix	<p>3.1 Assess marketing performance against targets for task objectives</p> <p>3.2 Compare and record variances in marketing revenue and costs against budget</p> <p>3.3 Prepare and present marketing reports indicating ongoing progress towards marketing objectives</p>

BSBMKG555 - Write persuasive copy - Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish content purpose	<p>1.1 Identify objectives, timelines and budget according to creative brief</p> <p>1.2 Assess and select writing techniques according to creative brief</p>
2. Prepare content	<p>2.1 Evaluate design and copy options according to creative brief</p> <p>2.2 Select option/s for communicating required information and images within time and budgetary requirements</p> <p>2.3 Develop persuasive content according to creative brief</p>