

Recognition of Prior Learning (RPL) Pack

<b>Competency Unit</b>	<b>BSBMKG413A Promote products and services</b>				
<b>Unit Descriptor</b>	This unit of competency This unit describes the performance outcomes, skills and knowledge required to coordinate and review the promotion of an organisation's products and services. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.				
Client Candidate Name	Third Party Employer Representative Name		RTO Assessor Name		
Signature	Signature		Signature		
Date	Date		Date		
Supplementary evidence has been provided for this unit <input type="checkbox"/>		Supervisor <input type="checkbox"/>	Client <input type="checkbox"/>	Colleague <input type="checkbox"/>	Supplementary evidence has been verified and attached for this unit <input type="checkbox"/>

**Skills and Attitudes Assessment**

<b>How am I going to be assessed and what do I need to provide my assessor?</b>	<p>This unit of competency is to be assessed in the workplace or simulated work environment. The following assessment methods are <b>suggested</b>:</p> <ul style="list-style-type: none"> <li>Assessment must ensure: access to an actual workplace or simulated environment; access to office equipment and resources; examples of products/services and promotional strategies.</li> <li>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate; review of action plans developed for products and services being promoted; analysis of responses to case studies and scenarios; demonstration of techniques; observation of presentations; assessment of written reports.</li> </ul> <p>In all cases, practical assessment should be supported by questions to assess underpinning knowledge and those aspects of competency which are difficult to assess directly. Questioning techniques should suit the language and literacy levels of the candidate.</p>				
		<b>Self Evaluation Assessment 1</b>	<b>Third Party testimonial Assessment 2</b>	<b>RTO Verification Assessment 3</b>	<b>Notes by Assessor</b>
		<b>Task/s Verified by Candidate</b>	<b>Task/s Verified by Supervisor</b>	<b>Task/s Verified by Assessor</b>	
		Yes No	Yes No	Yes No	
	literacy skills to read a variety of texts; to prepare general information and papers; and to write formal and informal letters according to target audience.....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	technology skills to select and use technology appropriate to a task .....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	problem-solving skills to manage contingencies in promotional activities .....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	numeracy skills to analyse data and to compare time lines and promotional costs against budgets. ....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	designing and delivering promotional presentations .....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	evaluating promotional impacts.....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	presenting and advocating promotional strategies within the organisation.....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	assessing and reporting on customer satisfaction .....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	Manages a number of different tasks within the job.....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	Responds to problems, breakdowns, changes to routine .....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	
	Demonstrates a positive attitude and responsibility to work .....	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	

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**The following Elements of Competency and Performance Criteria have been assessed in line with the Required Knowledge and Skills and Attitudes outlined**      Yes  No

<b>Plan promotional activities</b> Identify and assess promotional activities to ensure compatibility with organisational requirements Plan and schedule promotional activities according to the marketing needs of the organisation Determine overall promotional objectives in consultation with designated individuals and groups Ensure that time lines and costs for promotion of activities are realistic and consistent with budget resources Develop action plans to provide details of products and services being promoted	<b>Coordinate promotional activities</b> Ensure personnel and resources to support promotional activities are identified and prepared to facilitate the achievement of promotional goals Identify and agree roles and responsibilities for delivery of promotional services and allocate to relevant personnel Establish and conduct relationships with targeted groups in a manner which enhances the positive image of the organisation Use networks to assist in the implementation of promotional activities	<b>Review and report on promotional activities</b> Analyse audience feedback and data to determine the impact of the promotional activity on the delivery of products and services Assess effectiveness of planning processes to identify possible improvements in future activities Collect feedback and provide to personnel and agencies involved in promotional activity Analyse costs and time lines to evaluate the benefits accruing from the promotional activities Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of promotional activities
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Feedback provided to candidate: ..... Candidate signature: .....

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**Assessment Outcome**    Competent     Not yet competent     Candidate appeals the outcome    Yes     No     Initials.....    Details of appeal: .....

Knowledge Assessment	
Competency Unit	<b>BSBMKG413A Promote products and services</b>
I have supporting documentary evidence to demonstrate that I already attain the required knowledge for this unit and the evidence is attached <input type="checkbox"/>	

**Alternatively:**  
***For each of the following criteria, please provide an example of how you have met the requirement in the workplace. If there is insufficient space, attach additional pages. Please attach supporting evidence where possible.***

Plan promotional activities (Use the following as a guide to your answer)

- **Identify and assess promotional activities to ensure compatibility with organisational requirements**
- **Plan and schedule promotional activities according to the marketing needs of the organisation**
- **Determine overall promotional objectives in consultation with designated individuals and groups**

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- **Ensure that time lines and costs for promotion of activities are realistic and consistent with budget resources**
- **Develop action plans to provide details of products and services being promoted**

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Initials of Trainer/Assessor\_\_\_\_\_

Initials of Candidate\_\_\_\_\_



