

***BSB52415***

## Diploma in Marketing and Communication

**Student Name:**

# Student Assessment Booklet

**BSBMKG514**

**Implement and monitor marketing activities**

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# Assessment Information

The assessment tasks for **BSBMKG514 Implement and monitor marketing activities** are included in this Student Assessment Tasks booklet and outlined in the assessment plan below.

To be assessed as competent for this unit, you must complete all of the assessment tasks satisfactorily.

## Assessment Plan

|  |  |
| --- | --- |
| Assessment Task | Overview |
| 1. Written Questions | You must correctly answer all written questions. |
| 2. Marketing Activities Project | You must identify and prioritise marketing strategies and tactics from a Marketing Plan and brief their team accordingly. |
| 3. Marketing activities implementation and monitoring project | You must implement marketing activities by writing an article for a local paper about the company and its products/services and then monitor the impact of the article. |
| 4. Marketing performance report | You must review a case study including marketing performance data and analyse and report on the data provided. |

## Assessment Preparation

Please read through this assessment thoroughly before beginning any tasks. Ask your assessor for clarification if you have any questions at all.

When you have read and understood this unit’s assessment tasks, print out the **Student Assessment Agreement.** Fill it out, sign it, and hand it to your assessor, who will countersign it and then keep it on file.

Keep a copy of all of your work, as the work submitted to your assessor will not be returned to you.

## Assessment appeals

If you do not agree with an assessment decision, you can make an assessment appeal as per your RTO’s assessment appeals process.

You have the right to appeal the outcome of assessment decisions if they feel they have been dealt with unfairly or have other appropriate grounds for an appeal.

## Naming electronic documents

It is important that you name the documents that you create for this Assessment Task in a logical manner.

Each should include:

* Course identification code
* Assessment Task number
* Document title (if appropriate)
* Student name
* Date it was created

For example, BSBMKG514 Briefing Report Joan Smith 20/10/18

## Additional Resources

You will be provided with the following resources before you begin each Assessment Task.

Assessment Task 2

* Briefing Report Template

Assessment Task 4

* NatureCare Case Study
* Performance Monitoring Report Template

# Assessment Instructions

Each assessment task in this booklet consists of the following:

### Assessment Task Cover Sheet

This must be filled out, signed and submitted together with your assessment responses.

If you are submitting a hardcopy, the Cover Sheet should be the first page of each task's submission.

If you are submitting electronically, print out the cover sheet, fill it out and sign it, then scan this and submit the file.

The Assessment Task Cover Sheet will be returned to you with the outcome of the assessment, which will be satisfactory (S) or unsatisfactory (U). If your work has been assessed as being not satisfactory, your assessor will include written feedback in the Assessment Task Cover Sheet giving reasons why. Your assessor will also discuss this verbally with you and provide advice on re-assessment opportunities as per

your RTO’s re-assessment policy.

Depending on the task, this may include

* resubmitting incorrect answers to questions (such as short answer questions and case studies)
* resubmitting part or all of a project, depending on how the error impacts on the total outcome of the task
* redoing a role play after being provided with appropriate feedback about your performance
* being observed a second (or third time) undertaking any tasks/activities that were not satisfactorily completed the first time, after being provided with appropriate feedback.

### Assessment Task Information

This gives you:

* a summary of the assessment task
* information on the resources to be used
* submission requirements
* re-submission opportunities if required

### Assessment Task Instructions

These give questions to answer or tasks which are to be completed.

Your answers need to be typed up using software as indicated in the Assessment Task Instructions.

Copy and paste each task’s instructions into a new document and use this as the basis for your assessment task submission. Include this document’s header and footer.

If you are submitting electronically, give the document a file name that includes the unit identification number, the task number, your name and the date.

### Checklist

This will be used by your assessor to mark your assessment. Read through this as part of your preparation before beginning the assessment task. It will give you a good idea of what your assessor will be looking for when marking your responses.

# Student Assessment Agreement

Make sure you read through the assessments in this booklet before you fill out and sign the agreement below.

If there is anything that you are unsure of, consult your assessor prior to signing this agreement.

Have you read the assessment requirements for this unit? 🞎 Yes 🞎 No

Do you understand the requirements of the assessments for this unit? 🞎 Yes 🞎 No

Do you agree to the way in which you are being assessed? 🞎 Yes 🞎 No

Do you have any specific needs that should be considered? 🞎 Yes 🞎 No

If so, explain these in the space below.

Do you understand your rights to re-assessment? 🞎 Yes 🞎 No

Do you understand your right to appeal the decisions made in an assessment? 🞎 Yes 🞎 No

|  |  |
| --- | --- |
| Student name |  |
| Student number |  |
| Student signature |  |
| Date |  |
| Assessor name |  |
| Assessor signature |  |
| Date |  |

# Assessment Task 1 Cover Sheet

## Student Declaration

To be filled out and submitted with assessment responses

🞎 I declare that this task is all my own work and I have not cheated or plagiarised the work or colluded with any other student(s).

🞎 I understand that if I If I am found to have plagiarised, cheated or colluded, action will be taken against me according to the process explained to me.

🞎 I have correctly referenced all resources and reference texts throughout these assessment tasks.

|  |  |
| --- | --- |
| Student name |  |
| Student ID number |  |
| Student signature |  |
| Date |  |

## Assessor declaration

🞎 I hereby certify that this student has been assessed by me and that the assessment has been carried out according to the required assessment procedures.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Assessor name |  | | | |
| Assessor signature |  | | | |
| Date |  | | | |
| Assessment outcome | S | NS | DNS | Resubmission Y N |

## Feedback

## Student result response

🞎 My performance in this assessment task has been discussed and explained to me.

🞎 I would like to appeal this assessment decision.

|  |  |
| --- | --- |
| Student signature |  |
| Date |  |

A copy of this page must be supplied to the office and kept in the student’s file with the evidence.

# Assessment Task 1: Written Questions

## Task summary

This is an open book test, to be completed in the classroom.

A time limit of 1 hour to answer the questions is provided.

You need to answer all of the written questions correctly.

Your answers must be word processed and sent to the assessor as an email attachment.

## Required

* Access to textbooks/other learning materials
* Computer and Microsoft Office
* Access to the internet

## Timing

Your assessor will advise you of the due date of this assessment.

## Submit

* Answers to all questions

## Assessment criteria

All questions must be answered correctly in order for you to be assessed as having completed the task satisfactorily.

## Re-submission opportunities

You will be provided feedback on their performance by the Assessor. The feedback will indicate if you have satisfactorily addressed the requirements of each part of this task.

If any parts of the task are not satisfactorily completed, the assessor will explain why, and provide you written feedback along with guidance on what you must undertake to demonstrate satisfactory performance. Re-assessment attempt(s) will be arranged at a later time and date.

You have the right to appeal the outcome of assessment decisions if you feel that you have been dealt with unfairly or have other appropriate grounds for an appeal.

You are encouraged to consult with the assessor prior to attempting this task if you do not understand any part of this task or if you have any learning issues or needs that may hinder you when attempting any part of the assessment.

## Written answer question guidance

The following written questions use a range of “instructional words” such as “identify” or “explain”, which tell you how you should answer the question. Use the definitions below to assist you to provide the type of response expected.

Note that the following guidance is the minimum level of response required.

**Analyse –** when a question asks you to analyse something, you should do so in detail, and identify important points and key features. Generally, you are expected to write a response one or two paragraphs long.

**Compare** – when a question asks you to compare something, you will need to show how two or more things are similar, ensuring that you also indicate the relevance of the consequences. Generally, you are expected to write a response one or two paragraphs long.

**Contrast** – when a question asks you to contrast something, you will need to show how two or more things are different, ensuring you indicate the relevance or the consequences. Generally, you are expected to write a response one or two paragraphs long.

**Discuss** – when a question asks you to discuss something, you are required to point out important issues or features and express some form of critical judgement. Generally, you are expected to write a response one or two paragraphs long.

**Describe** – when a question asks you to describe something, you should state the most noticeable qualities or features. Generally, you are expected to write a response two or three sentences long.

**Evaluate** – when a question asks you to evaluate something, you should do so putting forward arguments for and against something. Generally, you are expected to write a response one or two paragraphs long.

**Examine** – when a question asks you to examine something, this is similar to “analyse”, where you should provide a detailed response with key points and features and provide critical analysis. Generally, you are expected to write a response one or two paragraphs long.

**Explain** – when a question asks you to explain something, you should make clear how or why something happened or the way it is. Generally, you are expected to write a response two or three sentences long.

**Identify** – when a question asks you to identify something, this means that you are asked to briefly describe the required information. Generally, you are expected to write a response two or three sentences long.

**List** – when a question asks you to list something, this means that you are asked to briefly state information in a list format.

**Outline –** when a question asks you to outline something, this means giving only the main points, Generally, you are expected to write a response a few sentences long.

**Summarise –** when a question asks you to summarise something, this means (like “outline”) only giving the main points. Generally, you are expected to write a response a few sentences long.

# Assessment Task 1 Instructions

## Provide answers to all of the questions below:

1. **Discuss the concept of the marketing mix and its components, including the extended marketing mix.**

Marketing mix refers to the set of actions or other tactics that are used to promote a product in the market (Chaffey et al. 2019). Major components of the marketing mix are

* Packaging
* Pricing
* Placing
* Promotion

Extended marketing mix refers to the combination of seven elements to achieve objectives of marketing strategy. These elements are

* Pricing
* Product
* Place
* Promotion
* People
* Process
* Physical (Chaffey et al. 2019)

1. **Outline each of the following three key pricing strategies:**
2. **Penetration pricing**

A pricing strategy that is used by businesses to attract new services and products by offering some low prices in the beginning.

1. **Skimming pricing**

A pricing strategy that is used by businesses marked by relatively high prices in the beginning and lowered later.

1. **Competition pricing**

It refers to the setting of prices at the same level as that of competitors. It addresses competition-driven prices (Chaffey et al. 2019).

1. **Explain the difference between push and pull marketing.**

The difference between push and pull marketing lies in approaching the consumers. Push market is meant to promote products by pushing them onto the people while pull marketing is to establish a loyal following that drew consumers to the products (Chaffey et al. 2019).

1. **Explain the three main distribution strategies for marketers.**

Major distribution strategies are

**Intensive Distribution**

It is meant to penetrate as much of the market as possible

**Selective Distribution**

Selection of outlets in some specific locations. It is based on particular goods and fit within the store

**Exclusive Distribution**

It limits the outlets. It refers to anything from luxury brands to common things that are exclusive to special collections.

1. **Explain the purpose of the Australian Consumer Law and give at least one example of the implications of the Act for marketers.**

The Australian Consumer Law requires businesses to provide consumer guarantees for major services and goods that they sell.

1. **Explain why marketers should take into account the Privacy Act 1988 when marketing to individuals.**

When marketing, the personal information of individuals need to be protected at any cost. Any mistake may lead to destruction. This is why marketers should always take into account the Privacy Act 1988 (Chaffey et al. 2019).

**7. Outline three examples of the type of information businesses should provide to consumers about how they will handle their personal information according to privacy law?**

Under the privacy law, there is certain information that businesses need to tell their consumers. Firstly, how is the collection of information done, the reason for collecting the information and security measures to protect personal information.

**8. Explain the purpose of the Do Not Call Register Act and its implications for marketers.**

The Do Not Call Register is a form of database where both people and organisations can place number in order to stop receiving any unsolicited telemarketing faxes or calls. This hinders the ability of marketers to approach new customers (Chaffey et al. 2019).

**9. Outline four practices that marketers must not engage in according to the Competition and Consumer Act 2010.**

Marketers should not engage in Price fixing, restricting supply and production chain outputs, allocations of territories, customers or suppliers and rigging of bids.

**10. Outline the purpose of the Australian Marketing Institute Code of Professional Conduct**

It lays the basis for the principles, values and behaviour that is expected of all of their members in the form of a public statement.

**11. Outline the objectives and key provisions of the Australian Association of National Advertisers.**

It focuses on promoting and safeguarding the rights related to free communications with customers of its members. Secondly, it ensures that marketing and advertising communication is done responsibly and protects customers from advertisers in this way.

References

Chaffey, D. and Ellis-Chadwick, F., 2019. *Digital marketing*. Pearson UK.

# Assessment Task 1 Checklist

| Student’s name: | | | | |
| --- | --- | --- | --- | --- |
| Did the student provide a sufficient and clear answer that addresses the suggested answer for the following? | | Completed successfully | | Comments |
| Yes | No |
| Question 1 | |  |  |  |
| Question 2 a | |  |  |  |
| Question 2 b | |  |  |  |
| Question 2 c | |  |  |  |
| Question 3 | |  |  |  |
| Question 4 | |  |  |  |
| Question 5 | |  |  |  |
| Question 6 | |  |  |  |
| Question 7 | |  |  |  |
| Question 8 | |  |  |  |
| Question 9 | |  |  |  |
| Question 10 | |  |  |  |
| Question 11 | |  |  |  |
| Task Outcome: | Satisfactory 🞎 | | | Not Satisfactory 🞎 |
| Assessor signature |  | | | |
| Assessor name |  | | | |
| Date |  | | | |

# Assessment Task 2 Cover Sheet

## Student Declaration

To be filled out and submitted with assessment responses

🞎 I declare that this task is all my own work and I have not cheated or plagiarised the work or colluded with any other student(s).

🞎 I understand that if I If I am found to have plagiarised, cheated or colluded, action will be taken against me according to the process explained to me.

🞎 I have correctly referenced all resources and reference texts throughout these assessment tasks.

|  |  |
| --- | --- |
| Student name |  |
| Student ID number |  |
| Student signature |  |
| Date |  |

## Assessor declaration

🞎 I hereby certify that this student has been assessed by me and that the assessment has been carried out according to the required assessment procedures.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Assessor name |  | | | |
| Assessor signature |  | | | |
| Date |  | | | |
| Assessment outcome | S | NS | DNS | Resubmission Y N |

## Feedback

## Student result response

🞎 My performance in this assessment task has been discussed and explained to me.

🞎 I would like to appeal this assessment decision.

|  |  |
| --- | --- |
| Student signature |  |
| Date |  |

A copy of this page must be supplied to the office and kept in the student’s file with the evidence.

# Assessment Task 2: Marketing activities project

## Task summary

This assessment task requires you to develop a briefing report and an action plan for the implementation of marketing strategies and tactics for a company of your choice.

You are also required to present the briefing report and action plan to your team to ensure that all team members understand their roles and responsibilities in implementing marketing strategies and tactics.

This assessment is to be completed in the simulated work environment in the RTO.

## Required

* Access to textbooks/other learning materials
* Computer with Microsoft Office and internet access
* Briefing Report Template

## Timing

Your assessor will advise you of the due date of these submissions.

## Submit

* Email with marketing activities briefing report attached

## Assessment criteria

For your performance to be deemed satisfactory in this assessment task, you must satisfactorily address all of the assessment criteria. If part of this task is not satisfactorily completed, you will be asked to complete further assessment to demonstrate competence.

## Re-submission opportunities

You will be provided feedback on their performance by the Assessor. The feedback will indicate if you have satisfactorily addressed the requirements of each part of this task.

If any parts of the task are not satisfactorily completed, the assessor will explain why, and provide you written feedback along with guidance on what you must undertake to demonstrate satisfactory performance. Re-assessment attempt(s) will be arranged at a later time and date.

You have the right to appeal the outcome of assessment decisions if you feel that you have been dealt with unfairly or have other appropriate grounds for an appeal.

You are encouraged to consult with the assessor prior to attempting this task if you do not understand any part of this task or if you have any learning issues or needs that may hinder you when attempting any part of the assessment.

# Assessment Task 2 Instructions

Carefully read the following:

You are the Marketing Manager for the company you will select from <http://www.mplans.com/>. You are required to implement a range of strategies and tactics identified in the company's Marketing Plan. As the marketing manager, you are responsible for marketing planning and ensuring the implementation of marketing strategies and tactics through planning and ongoing monitoring.

This involves developing a briefing report and action plan that you will present to the team (all of whom were involved in the original development of the marketing plan). The briefing report and action plan will be used to ensure that all of the team understand the marketing strategies and tactics that will be implemented and their role in this.

Assume the following resources are available in implementing marketing strategies and tactics.

* Marketing budget as specified in the marketing plan.
* Access to the following staff (all of whom contributed to the development of the marketing plan):
* CEO is responsible for the strategic direction and key decision-making. Does not get involved in the day to day tasks.
* Operations Manager is responsible for general operations, responsible for managing all staff and planning to ensure all required work activities are completed.
* Marketing Officer assists with marketing activities such as marketing communications.
* Finance Manager is responsible for financial management, including budget allocations.
* Sales Assistant is responsible for general administration and customer service

Complete the following activities

1. **Identify the company and marketing plan**

**Choose a company for which you can implement marketing strategies and tactics. You can view a range of marketing plans at the website** [**http://www.mplans.com/**](http://www.mplans.com/)**.**

**You may also research the Internet for a Marketing Plan for a company that you are interested in.**

**The marketing plans you choose must include sufficient information in order to be able to complete this assessment. This means that the marketing plan must include business goals, target customers, marketing or branding strategy, sales forecasts, marketing budget and marketing metrics. Assume that all marketing activities are commencing from the time you are completing the assessment.**

**Before you start the assessment task, you should discuss your choice of the company with your assessor who will need to approve your choice before you start the assessment project.**

**For the purposes of this assessment, assume that you are the Marketing Manager of the company that you have chosen and that your assessor is the Managing Director. Assume that the location of the business is in the city or suburb you are living in. If you are having difficulty sourcing a suitable Marketing Plan, you should speak to your assessor who can assist you to source one.**

**Marketing Plan**

For this assessment the chosen company that this marketing plan will focus on is Amazon. It is an online website for shopping that offers products to its customers both nationally and internationally. They have a broad range of products that they sell to their consumers including things as books, movies, furniture, beauty products, food, clothing and music. Amazon's vision and mission statement is focused on being the most customer-centric company on the face of the Earth. Furthermore, they are working on building a place where anyone can come and find what they are looking for. All of this is being done from the comfort of the client's home.

**Target Customers**

Anyone who wants to buy or sell something online is and can be considered as the potential or a current customer of Amazon. This gives them a huge breath of people to work with ranging from different ages, genders, races and ethnicities. Their target customer can go as low as a student who is shifting or searching through their website in order to buy a certain book. It can also include a mother who is looking to buy a new vacuum or a new piece of furniture for her house. Furthermore, their wide variety of products make their target customer range even wider and as access is open to everyone, more and more new customers sign up to it every day.

**Marketing or Branding Strategy**

Amazon's newest product is the Amazon Kindle, which is also one of its most popular products. The Amazon Kindle is primarily an electronic book reader but upon further analysis, it reveals that it has many other functions as well. It also has over seven hundred thousand apps, which includes apps for games, music and movies. The first generation of Kindle was put into the market in 2007, the came kindle fire HD on 2012 and the kindle fire HDX came out in the year 2013. In this small tablet, access to thousands of books is easily available, which makes it a convenient luxury.

There is a great variety in pricing in Amazon’s products. This is mostly because of the multitude of products that it sells on its online platform. Even its featured product also has a variety of pricing being used upon it. For example, the first Generations Kindle was sold at sixty-nine dollars, whereas the Fire HDX is sold at three hundred and seventy-nine dollars. The entry-level Kindle Fire HD has a higher sale than the Kindle Fire HDX version. The positive point for the Kindle is that it is much cheaper than Apple's iPad, however, Barnes and Nobles Nook is an even cheaper option to the Kindle. However, the Kindle beats the Nook in both collections of books and higher navigation and browsing capabilities.

The main portion of advertising for the products of Amazon is done on their website’s main page. The placing of the ad is done very strategically and is within the centre of the homepage. Amazon uses television ads considerable to promote its products other than their massive online and email advertisements. All the promotions highlight the best part of its products such as the Kindle. Each commercial focus solely on the individual features and qualities of the product. This is done in order to make current and new customers interested in their new products.

**Sales Forecast**

The sales of its products are forecasted to be at a high margin. This is due to certain factors such as access to a higher range of customers. Other factors such as low-priced quality products with low cost of production and fairly priced selling price. The additional benefits of owning their products such as the Kindle and its vast library of books, movies and music makes it easier for having high sales.

**Marketing Budget and Marketing Metrics**

The marketing budget is kept high by Amazon, in order to attract a huge number of people to its products. This usually occurs in the first quarter but in the second quarter, the marketing expenses are cut short. However, in the third quarter, the marketing budget is again increased. Marketing metrics such as KPI's could be used in order to check the progress of the marketing initiatives.

1. **Review the marketing plan and prepare to develop the briefing report**

**Review the Marketing Plan for the company you have chosen to ensure that you understand the business objectives, customers and current marketing strategies.**

The company that has been chosen in this report is Amazon, an online retailer with a multitude of products. It has a wide variety of target market individuals ranging from students to elders of any age. Its business strategy is focused on the central place for all online buying activities. Its marketing strategy focuses on the price, place, promotion and its different products. The most important people in implementing this marketing plan is of the marketing managers. Their involvement and commitment will allow for the successful implementation of marketing strategies. This is because they have a positive effect on the success of the organizations performance as well.

Primarily, the product is the first marketing strategy that is employed first. Then comes the price of the product, if the product is not priced well then customers would look towards the alternatives. Lastly, the placement and promotion of Amazon products are very important. This will be done within a month before the launch of the product. Within each strategy, the involvement of the marketing managers would be very imperative. Their performance would have a considerable effect on the budget as well. This is important so that the spending on marketing does not go further than the budgeted amount.

The measurement metrics for measuring the success of the marketing strategies would be carefully chosen Key performance indicators. These performance indicators will be very vital in understanding the areas where the marketing team has performed exceptionally well and where they have not performed well enough. Furthermore, in the implementation of the marketing strategies a mixture of online and in-person communication would be conducted. These would include office meetings and Skype calls with the team member who is deployed in various places in order to manage the implementation of the marketing strategies effectively.

1. **Develop a briefing report and action plan**

The company in question is Amazon, which offers a wide range of products to its customer. The marketing plan for these products is based on the pricing, which is kept low, the product that is supposed to be innovative. Other marketing strategies are Place and promotion which would involve physical marketing of the product.

Each marketing strategy is very important in their own regard. The pricing strategy revolves around a lower selling price. Whereas, the product strategy wants to introduce a multifunctional and innovative product. The placement and promotion strategy wants to introduce the best features of the products in comparison to its competitors.

An action plan that includes team member roles and responsibilities, as well as the timing of marketing strategies and activities as per the priority list. You should also explain your rationale for the allocation of roles and responsibilities for identified staff.

Marketing Manager would be the most useful and important figure. The market research expert will keep up to date with the latest trends in the market. The social media manager will handle the promotion of the product on all social media sites.

A major part of the budget would be allocated to the product itself. Then the placement and promotion strategies will get the second largest portion of the budget. Whereas, the pricing strategies do not require much budget to start with.

Communication would be done through both online and in person. Apps such as Skype and other video calling apps would be used to be in constant communication with each team member.

Social media views and customer feedback regarding the product would be the most effective way of monitoring marketing activities. This would also immensely help in analysing the marketing performance

1. **Send an email to your assessor.**

**The text of the email should be in grammatically correct English, written in an appropriate (polite, business-like) style.**

**It should introduce and summarise the contents of the attachment and ask for the place, date and time of a meeting to discuss your report with your team.**

**Attach your Briefing Report to the email.**

Respected Sir,

I have written this email to seek support and guidance from you in terms of my briefing report. I have written this berating report on Amazon, addressing different sections such as overview of your company’s Marketing Plan, including marketing objectives and performance targets, outline of the each of the marketing strategies in the Marketing Plan and their priority, marketing tactics relating to each strategy, action plan that includes team member roles and responsibilities, the timing of marketing strategies and activities as per the priority list, budget allocation, communication plan and strategies for monitoring marketing activities.

I would be obliged if you can spare time to discuss with me the major elements. I am looking ahead for a time, place and time where we can discuss it. I have attached the briefing report for your information.

Thanking you in anticipation

Yours Sincerely

XYZ

1. Conduct a team briefing meeting

You are to conduct a meeting with the team members you have identified to be part of the implementation of the marketing plan (your assessor and a number of other students).

The purpose of the meeting is to discuss your recommendations as documented in your briefing report.

At the meeting, you will need to:

* Provide a hard copy of your briefing report.
* Provide an introduction to the meeting
* Discuss key points from the briefing report, including marketing objectives, strategies and tactics to meet objectives, priorities, roles and responsibilities and budget allocation.
* Discuss your proposed communication plan.
* Seek feedback on the proposed marketing strategies and activities
* Confirm proposed promotional objectives
* Outline strategies for monitoring marketing activities undertaken and analysing marketing performance

During the meeting, you are required to demonstrate effective communication skills including:

* Speaking clearly and concisely
* Using non-verbal communication to assist with understanding
* Asking questions to identify the required information
* Responding to questions as required
* Using active listening techniques to confirm understanding

During the meeting, you will be required to demonstrate the team-building skills that you researched prior to conducting the meeting.

Before the meeting is over, ask all attendees whether they have any questions, and answer these to the best of your abilities.

Conclude the meeting by thanking all attendees for participating.

# Assessment Task 2 Checklist

| Student’s name: | | | | |
| --- | --- | --- | --- | --- |
| Did the student: | | Completed successfully | | Comments |
| Yes | No |
| Identify and report on marketing strategies and tactics from the Marketing Plan? | |  |  |  |
| Identify and report on the order of priority for each marketing strategy based on the organisation's objectives as documented in the marketing plan? | |  |  |  |
| Identify resources required for the implementation of the marketing strategies and tactics, including staff and budget? | |  |  |  |
| Identify and brief staff on their roles and responsibilities in relation to the implementation of marketing strategies? | |  |  |  |
| During the meeting, demonstrate effective communication skills including:   * Speaking clearly and concisely * Using non-verbal communication to assist with understanding * Asking questions to identify the required information * Responding to questions as required * Using active listening techniques to confirm understanding | |  |  |  |
| Brief staff on objectives, performance measures relevant to the implementation of the marketing strategies and tactics? | |  |  |  |
| During the meeting, use team-building strategies to ensure staff responsible for marketing strategies and tactics work together? | |  |  |  |
| Task Outcome: | Satisfactory 🞎 | | | Not Satisfactory 🞎 |
| Assessor signature |  | | | |
| Assessor name |  | | | |
| Date |  | | | |

# Assessment Task 3 Cover Sheet

## Student Declaration

To be filled out and submitted with assessment responses

🞎 I declare that this task is all my own work and I have not cheated or plagiarised the work or colluded with any other student(s).

🞎 I understand that if I If I am found to have plagiarised, cheated or colluded, action will be taken against me according to the process explained to me.

🞎 I have correctly referenced all resources and reference texts throughout these assessment tasks.

|  |  |
| --- | --- |
| Student name |  |
| Student ID number |  |
| Student signature |  |
| Date |  |

## Assessor declaration

🞎 I hereby certify that this student has been assessed by me and that the assessment has been carried out according to the required assessment procedures.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Assessor name |  | | | |
| Assessor signature |  | | | |
| Date |  | | | |
| Assessment outcome | S | NS | DNS | Resubmission Y N |

## Feedback

## Student result response

🞎 My performance in this assessment task has been discussed and explained to me.

🞎 I would like to appeal this assessment decision.

|  |  |
| --- | --- |
| Student signature |  |
| Date |  |

A copy of this page must be supplied to the office and kept in the student’s file with the evidence.

# Assessment Task 3: Marketing activities implementation and monitoring project

## Task summary

This assessment task requires you to implement promotional activities for the same company from Assessment Task 2. You are required to write an article for the local paper about the company and its products and/or services in order to assist in raising awareness of the company.

You will also be required to devise a strategy that will be used to define the marketing metrics that will be used to measure the marketing performance of this marketing tactic.

This assessment is to be completed in the simulated work environment in the RTO.

## Required

* Access to textbooks/other learning materials
* Computer with Microsoft Office and internet access

## Timing

Your assessor will advise you of the due date of these submissions.

## Submit

* Email with a newspaper article attached

## Assessment criteria

For your performance to be deemed satisfactory in this assessment task, you must satisfactorily address all of the assessment criteria. If part of this task is not satisfactorily completed, you will be asked to complete further assessment to demonstrate competence.

## Re-submission opportunities

You will be provided feedback on their performance by the Assessor. The feedback will indicate if you have satisfactorily addressed the requirements of each part of this task.

If any parts of the task are not satisfactorily completed, the assessor will explain why, and provide you written feedback along with guidance on what you must undertake to demonstrate satisfactory performance. Re-assessment attempt(s) will be arranged at a later time and date.

You have the right to appeal the outcome of assessment decisions if you feel that you have been dealt with unfairly or have other appropriate grounds for an appeal.

You are encouraged to consult with the assessor prior to attempting this task if you do not understand any part of this task or if you have any learning issues or needs that may hinder you when attempting any part of the assessment.

# Assessment Task 3 Instructions

Carefully read the following:

Assume that one of the marketing objectives for the company you choose in Assessment Task 2 is to increase awareness of the company and its products and services and that one of the activities identified is to get an article published in the local paper about the company and its products and/or services.

You will also need to ensure that the impact of promotional activities is monitored. You will need to define the marketing metrics that will be used to measure the marketing performance of the article and communicate this with the Marketing Officer.

Complete the following activities:

1. **Develop a newspaper article**

**Using the company that you identified in Assessment Task 2, develop an article about the company and its products/services to submit to the local newspaper for publication.**

**Your article should follow the following format:**

* **A headline**

Amazon is one of the platforms that have brought products and consumers on the same board of easiness and facilitation

* **An opening paragraph (introduction) of about 25 to 40 words in length and provides the most important and interesting news.**

Amazon is a company that focuses on e-commerce, cloud computing and digital marketing. It is an online retailer service provider that has promoted comprehensive and favourable shopping for people at different locations. It acts as one of the largest updated markets

* **Further short paragraphs of about 30 to 40 words, each one with the main idea and different fact. They may also include quotes from people involved or experts.**

Amazon is one of the massive online retailers that is a market capitalization of June 2018. This capitalization has exceeded $268 billion. This store facilitates individuals and businesses to display and sell the products for selling them online.

Amazon is one of the most valuable internet retailers in the world because it offers goods and services along with the participation of customers in the cloud computing marketplace. Now Amazon has also contributed to banking.

Amazon is also one of the most valuable retailers that have already passed Wal-Mart back in 2015. It is counted as the fourth top company in the world that is positioned fourth to Microsoft, Alphabet, and Apple.

Amazon is used by both, common individuals and business. The website is available in different countries with different languages. Amazon offers not only products but also an app store that facilitates the availability of products.

* **A final summary of facts and opinions at the end of the article.**

Amazon is a platform that has balanced and also mitigated the gap between the producers and buyers by bringing them close to each other and engaging them in a direct relationship of positive business attitude and customer satisfaction.

Your article should combine the following language features to inform, entertain and persuade as follows:

* Clear and concise writing.
* Encourages the reader to buy the company's products or services
* Use of active or passive voice, depending on the focus and which is more engaging for the reader.
* Should be factual and accurate.
* May include quotes, comments, opinions, statements and observations from people involved or experts on the topic.
* Give people labels so the reader knows who they are straight away, such as "the CEO, Mr Smith".
* Must avoid racist, sexist or religious slurs.
* Must be accurate and balanced.

1. **Send an email to the Marketing Officer (your assessor).**

**The text of the email should be in grammatically correct English, written in an appropriate (polite, business-like) style.**

Respected Sir,  
 Amazon is one of the most effective and consumer attracting retailers that has billions of users and these users are using this website for shopping despite regional and geographic differences. The company is known as a hallmark of success and innovation guided by productivity. This email refers to the major facts and figures of the retailer that are guided by positive impacts that this company has brought to the overall market and consumers.

The effectiveness and authentication of the facts and figures can be understood and analysed by KPI. Another option is, uploading it to various social media websites and the other options where people could get in touch with the articles such as New York Times and the BBC. Also, it would be forwarded on Twitter and Facebook. After that, the reviews, views of the people in the form of comments, sharing and the number of views would help to get an idea of the effectiveness of the news article.

Following is the step by step instruction

* Uploading of the article on social media websites
* Analysing the number of likes
* Analysing and evaluating the comments given by the people
* Number of views even in the form of the glance
* Reviewing shares

Also, I have attached the original article for your knowledge and attached. I am looking ahead for the feedback and comments.

Yours Sincerely

X.Y, Z

# Assessment Task 3 Checklist

| Student’s name: | | | | |
| --- | --- | --- | --- | --- |
| Did the student: | | Completed successfully | | Comments |
| Yes | No |
| Implement promotional activity as set out in the marketing communication objectives? | |  |  |  |
| Use clear, accurate and relevant language in all written communications? | |  |  |  |
| Implement strategies for monitoring marketing activities and analysing performance? | |  |  |  |
| Task Outcome: | Satisfactory 🞎 | | | Not Satisfactory 🞎 |
| Assessor signature |  | | | |
| Assessor name |  | | | |
| Date |  | | | |

# Assessment Task 4 Cover Sheet

## Student Declaration

To be filled out and submitted with assessment responses

🞎 I declare that this task is all my own work and I have not cheated or plagiarised the work or colluded with any other student(s).

🞎 I understand that if I If I am found to have plagiarised, cheated or colluded, action will be taken against me according to the process explained to me.

🞎 I have correctly referenced all resources and reference texts throughout these assessment tasks.

|  |  |
| --- | --- |
| Student name |  |
| Student ID number |  |
| Student signature |  |
| Date |  |

## Assessor declaration

🞎 I hereby certify that this student has been assessed by me and that the assessment has been carried out according to the required assessment procedures.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Assessor name |  | | | |
| Assessor signature |  | | | |
| Date |  | | | |
| Assessment outcome | S | NS | DNS | Resubmission Y N |

## Feedback

## Student result response

🞎 My performance in this assessment task has been discussed and explained to me.

🞎 I would like to appeal this assessment decision.

|  |  |
| --- | --- |
| Student signature |  |
| Date |  |

A copy of this page must be supplied to the office and kept in the student’s file with the evidence.

# Assessment Task 4: Monitor and review marketing strategies and tactics project

## Task summary

For this assessment task, you are required to review and report on the information provided to you for a fictional company, NatureCare Products, in order to monitor, evaluate and report on marketing activities against defined objectives and modify marketing activities in line with new or emerging trends.

You are also required to meet with the company’s General Manager and two customers to discuss potential improvements to the marketing mix.

This assessment is to be completed in the simulated work environment in the RTO.

## Required

* Access to textbooks/other learning materials
* Computer with Microsoft Office and internet access
* NatureCare Case Study
* Performance Monitoring Report Template

## Timing

Your assessor will advise you of the due date of these submissions.

## Submit

* Email with marketing performance monitoring and evaluation report attached.
* Email with revised marketing performance monitoring and evaluation report attached.

## Assessment criteria

For your performance to be deemed satisfactory in this assessment task, you must satisfactorily address all of the assessment criteria. If part of this task is not satisfactorily completed, you will be asked to complete further assessment to demonstrate competence.

## Re-submission opportunities

You will be provided feedback on their performance by the Assessor. The feedback will indicate if you have satisfactorily addressed the requirements of each part of this task.

If any parts of the task are not satisfactorily completed, the assessor will explain why, and provide you written feedback along with guidance on what you must undertake to demonstrate satisfactory performance. Re-assessment attempt(s) will be arranged at a later time and date.

You have the right to appeal the outcome of assessment decisions if you feel that you have been dealt with unfairly or have other appropriate grounds for an appeal.

You are encouraged to consult with the assessor prior to attempting this task if you do not understand any part of this task or if you have any learning issues or needs that may hinder you when attempting any part of the assessment.

# Assessment Task 4 Instructions

Complete the following activities:

1. **Develop a performance monitoring and evaluation report**

**Review the NatureCare Case Study information, as well as the marketing data.**

**Based on your review, develop a report using the template provided by your assessor that address the following:**

* **Outline the products currently provided by the company and options for expanding**

The company currently provides skincare products and the options of expansion are both Online marketing and geographical localization.

* **Report on the promotional activities undertaken by the company**.

The company has undergone different promotion activities such as social media and electronic media

* **Outline the extent to which promotional activities are meeting the objectives specified**

The company is counted and termed as the heart of the market because of the success of promotional actives. The company is able to spend more at least $50,000 on marketing which asserts the attainment of specified objectives.

* **Outline the company’s current pricing strategy and identify options in response to the entry of the new competitor into the market.**

NatureCare sells its products at a competitively high price to maintain its legacy of branding and effective products. Although some discounts are offered, still significant attention is given to the high price which ensures the best quality.

* **Outline the company’s current distribution strategy and its effectiveness based on the data provided.**

Currently, the company is distributing its product through both online medium and through different stores located at different places. Based on the data provided, it is found that the distribution strategy of the company is effective and it is one of the reasons that the company is willing to invest in more areas of the market in order to attract more customers.

* **Provide an overall analysis of marketing performance based on the data provided.**

Based on the data provided, it is highlighted that the product has an excellent market performance. The customers are satisfied with the progress of the company along with the effectiveness of the products that are given to the customers. Also, the company is expected to grow more in the future.

* **Provide an analysis of marketing spend versus budget.**

It is analysed that the company has always tried to manage and accommodate its spending within the set budget

* **Identify and report on opportunities for improving marketing performance based on the data provided.**

There are a lot of opportunities for the company on the data provided such as introducing products for men, introducing medicine-oriented products and proceed with overseas business.

* **Identify and report on opportunities to meet customer needs based on the data provided.**

Based on the data provided, the opportunities to meet the needs of the customer are, opening multiple options for purchasing items and introducing products that can be used by men as well

* **Research and report on at least three new and emerging trends for the business and the industry within which it operates.**

Latest and new trends for the business and industry are the online purchase of products worldwide, artificial intelligence and customization and go-green and vegan

1. **Send an email to the General Manager (your assessor).**

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Respected Sir

It is hereby informed that I have critically evaluated and monitored NatureCare in terms of its products, pricing, branding, budgeting, trends, marketing and performance. I java collected some crucial facts and figures that can contribute to add to the existing knowledge regarding the product.

I would be obliged if you can spare time so that I can discuss it with you. It would be great if you will share the place, date and time for the meeting in which we can discuss it. I have attached the report for your knowledge and support.

Yours Sincerely

X.Y.Z

1. Participate in a meeting to discuss the monitoring and evaluation report

You are required to participate in a meeting with the General Manager (your assessor) to discuss your report and potential areas for improvement, as well as resulting changes to business practices and updates to marketing objectives and targets.

During the meeting, you are required to demonstrate effective communication skills including:

* Speaking clearly and concisely
* Using non-verbal communication to assist with understanding
* Asking questions to identify the required information
* Responding to questions as required
* Using active listening techniques to confirm understanding

Your assessor will provide you with feedback during the meeting, which you will use to provide an updated report that includes recommendations for improvements, as well as changes to marketing objectives and tactics based on these changes.

1. **Update your monitoring and evaluation report**

**Following the meeting, you should update your report as follows:**

* **Add a section on opportunities for improving marketing strategies**
* **Add a section on changing business practices to identified meet customer needs**
* **Add a section on changes to marketing objectives and targets.**

Save this document as Revised Performance Monitoring and Evaluation Report

* **Outline the products currently provided by the company and options for expanding**

The company currently provides skin care products and the options of expansion are both Online marketing and geographical localization.

* **Report on the promotional activities undertaken by the company.**

The company has undergone different promotion activities such as social media and electronic media

* **Outline the extent to which promotional activities are meeting the objectives specified**

The company is counted and termed as the heart of the market because of the success of promotional actives. The company is able to spend more at least $50,000 on marketing which asserts the attainment of specified objectives.

* **Outline the company’s current pricing strategy and identify options in response to the entry of the new competitor into the market.**

NatureCare sells its products at a competitively high price to maintain its legacy of branding and effective products. Although some discounts are offered, still significant attention is given to the high price which ensures the best quality.

* **Outline the company’s current distribution strategy and its effectiveness based on the data provided.**

Currently, the company is distributing its product through both online medium and through different stores located at different places. Based on the data provided, it is found that the distribution strategy of the company is effective and it is one of the reasons that the company is willing to invest in more areas of the market in order to attract more customers.

* **Provide an overall analysis of marketing performance based on the data provided.**

Based on the data provided, it is highlighted that the product has an excellent market performance. The customers are satisfied with the progress of the company along with the effectiveness of the products that are given to the customers. Also, the company is expected to grow more in the future.

* **Provide an analysis of marketing spend versus budget.**

It is analysed that the company has always tried to manage and accommodate its spending within the set budget

* **Identify and report on opportunities for improving marketing performance based on the data provided.**

There are a lot of opportunities for the company on the data provided such as introducing products for men, introducing medicine-oriented products and proceed with overseas business.

* **opportunities for improving marketing strategies**

There are a number of techniques that can be used for improving the marketing strategies for the company. These strategies would be, getting quick feedback, asking for reviews, keeping customers on board and allow customers to intervene in the production of the desirable products.

* **changing business practices to identified meet customer needs**

After adhering to the opportunities of improving the marketing strategies, initiatives would be taken to shift the business practices to the identified needs of customers, it will help to fulfil the needs of the customers rather than adhering to the set policy of the company.

* **Identify and report on opportunities to meet customer needs based on the data provided.**

Based on the data provided, the opportunities to meet the needs of the customer are, opening multiple options for purchasing items and introducing products that can be used by men as well

* **Changes to marketing objectives and targets.**

A lot of changes would be made to the objectives and targets in terms of the customer’s needs. The company will shift its ideology from the company-oriented opportunities and objectives to the customer-oriented actions and objectives that can not only enhance the marketing objectives but help to achieve those objectives. Also, it would help to achieve the targets more quickly.

* **Research and report on at least three new and emerging trends for the business and the industry within which it operates.**

Latest and new trends for the business and industry are the online purchase of products worldwide, artificial intelligence and customization and go-green and vegan

1. **Send an email to the General Manager (your assessor).**

**The text of the email should be in grammatically correct English, written in an appropriate (polite, business-like) style.**

Respected Sir

It is hereby informed that I have critically evaluated and monitored NatureCare in terms of its products, pricing, branding, budgeting, trends, marketing and performance. I have collected some crucial facts and figures that can contribute to add to the existing knowledge regarding the product. As per the evaluation and the results of the discussion, I have made certain changes to the initial report. These changes are a section on opportunities for improving marketing strategies section on changing business practices to identified meet customer needs and a section on changes to marketing objectives and targets. I would be obliged if you can spare time to go through it once. I have attached the revised report for your knowledge and support.

Yours Sincerely

X.Y.Z

# Assessment Task 4 Checklist

| Student’s name: | | | | |
| --- | --- | --- | --- | --- |
| Did the student: | | Completed successfully | | Comments |
| Yes | No |
| Provide a report on monitoring marketing strategies and tactics and that addresses all of the following:   * Products currently provided by the company and options for expansion * Promotional activities are undertaken by the company. * The extent to which promotional activities are meeting the objectives specified * Current pricing strategy and identify options in response to the entry of the new competitor into the market * Current distribution strategy and its effectiveness based on the data provided. * Overall marketing performance based on the data provided. * Marketing spending versus budget. * Opportunities to meet customer needs based on the data provided. | |  |  |  |
| Identify suitable opportunities for improving marketing performance based on data and discussions with staff? | |  |  |  |
| Recommend and report on appropriate changes to business practices and update marketing objectives and targets accordingly? | |  |  |  |
| Task Outcome: | Satisfactory 🞎 | | | Not Satisfactory 🞎 |
| Assessor signature |  | | | |
| Assessor name |  | | | |
| Date |  | | | |