



CATAPULT

BSBMKG417

Apply marketing communication across a convergent industry

Table of Contents (Extract)

NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit BSBMKG417.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/BSBMKG417/>

Trainer/assessor guide

BSBMKG417

Apply marketing communication across a convergent industry

Welcome to this unit of study

This unit describes the skills and knowledge required to work effectively within the convergent marketing communication industry.

It applies to individuals working in a variety of marketing communication roles utilising skills and knowledge from marketing, advertising, public relations and/or convergent media sectors to achieve outcomes.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

Contents

About this trainer/assessor guide	4
Learning resource.....	5
Topic 1: Identify the convergent environment	5
Siloed sectors	5
Points of integration	20
The role of the customer	29
Unified messages across integrated offerings.....	37
Legislation and regulations	42
Check your understanding	53
Topic 2: Prepare cross sector marketing tools and techniques	55
Evaluation tools.....	55
Convergent tools and techniques.....	60
Tools and techniques for use within customer-centric environments	76
Review tools and techniques.....	87
Check your understanding	97
Topic 3: Apply convergent marketing communications	99
Marketing communication solutions	99
Sector and technology experts	106
Responding to customers	116
Networking	125
Check your understanding	135
References.....	137
Assessment workbook.....	141
Unit information.....	143
What is competency-based assessment?.....	144
How will my competency be assessed?.....	145
Assessment agreement.....	146
Foundation skills checklist.....	147
Skills recognition.....	148
Topic 1: Identify the convergent environment	149
Topic 2: Prepare cross sector marketing tools and techniques	150
Topic 3: Apply convergent marketing communications	151
Knowledge questions	152
Topic 1: Identify the convergent environment	153
Topic 2: Prepare cross sector marketing tools and techniques	161
Topic 3: Apply convergent marketing communications	168
Topic 4: Specific knowledge evidence	175
Performance tasks.....	180
Third party evidence collection agreement	181
Topic 1: Identify the convergent environment	182
Topic 2: Prepare cross sector marketing tools and techniques	183
Topic 3: Apply convergent marketing communications	184

Completion record..... 188
Unit mapping and assessment checklist 189
Trainer/ assessor user instructions..... 191

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Identify the convergent environment
- » Prepare cross sector marketing tools and techniques
- » Apply convergent marketing communications

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.
