



ASSESSOR GUIDE

BSBMKG439

Develop and apply knowledge of communications industry

Assessment 1 of 4

Short answer questions

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Assessment Instructions

Task overview

This assessment task requires you to answer seven (7) short answer questions. Read each question carefully before typing your response in the space provided.

Glossary of Instructional Task Words

The assessment tasks use a range of instructional words throughout them – such as ‘compare’ and ‘list’. These words will guide the student and the assessor as to the level of details that must be provided in their answers. Some questions will also indicate how many answers the students need to give – for example, ‘Describe three (3) strategies...’. Use the below glossary as a guide in interpreting the words in the tasks.

- **Analyse:** this means you should examine something, typically, in order to explain and interpret.
- **Describe:** this means you should outline the most noticeable qualities or features of an idea, topic or the focus of the question.
- **Evaluate:** this means you must judge or calculate the quality, importance, amount, or value of something. You must provide an in-depth answer with as much detail as possible.
- **Explain:** this means you need to make something clear or show your understanding by describing it or providing information about it. You will need to make clear how or why something happened, or something is the way it is.
- **Identify:** you must recognise something and indicate what the required information is. The length of the answer should be guided by what you are being asked to identify.
- **Summarise –** You must express the most important facts or points about something in a short and concise form.

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g. allowing additional time]
- the evidence gathering techniques [e.g. oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Question 1

a) List five [5] legal obligations relevant to employees in the marketing and communications industry.

Assessor Instructions: Response must include the following five [5] Legal obligations

Sample response below:

Legal obligations	
1	Privacy Act 1988
2	Copyright Act 1968
3	Competition and Consumer Act 2010
4	Spam Act 2003
5	Do Not Call Register Legislation Amendment Act 2010
	Do Not Call Register Regulations 2017

b) Describe the roles of the following three [3] employment opportunities that are most common in the marketing and communication industry. [20-25 words for each]

Assessor Instructions: response must include the correct description for each of the roles listed.

Sample response below:

Employment opportunities	Description of the role [20-25 words for each]
Marketing manager	<i>The key aspect of this role is to manage the marketing team's output while making sure each activity achieves its goals successfully.</i>
Product or brand manager	<i>Product and brand managers oversee market trends and all campaigns to ensure a consistent narrative is being produced for a specific product, service, or brand.</i>
SEO specialist	<i>An SEO specialist identifies keywords and phrases to utilise Search Engine Optimisation and implement necessary changes to improve search engine results to drive traffic.</i>

Question 2

a) Describe the four [4] market structures in the table below. Provide one [1] example of an industry that matches the market structure. [20 to 50 words for each]

Assessor instructions: The responses must correspond to the exemplar answers provided in the table below and must include:

- the nature of the competition for each specific market structure

Sample response below:

Market Structure	Description and one (1) example [20 to 50 words for each]
Perfect competition	<i>Multiple competitors where the price is determined by the market as there are no major differences to the products or services sold, for example, beauty salons.</i>
Monopolistic competition	<i>Multiple competitors where the sellers are trying to be very different from one another, yet they are not in essence but that differentiation is normally due to quality or branding, an example will be a specific type of spirit in the alcoholic drinks industry, for example, whiskey.</i>
Oligopoly	<i>Not too many competitors, prices are more rigid, quality and efficiency primes, and profits are marginal, for example, mobile telephony operators.</i>
Monopoly	<i>Where there is only one competitor in the market, not very common but may exist from time to time due to patents, it cannot be replaced easily either, they may exist in specific times or regions, for example, all railroads in India are fully controlled by the government.</i>

- b) Access the links for the following three (3) Australian industry association networks for marketing and communications. Give a brief overview of each industry association network's key function. [20-30 words for each].

Assessor Instructions: the student must access the links, to gain an understanding of each Industry Association Network. The response must include a brief overview of the key function of each.

Further details can be found at: <https://marketing.com.au/business-directories/marketing-industry-associations>

Sample response below:

Industry Association Network	Overview [20-30 words for each].
Australian Direct Marketing Association [ADMA]	<i>Australia's largest marketing and advertising association. Ultimate authority and go-to resource for effective and creative data-driven marketing across all channels and platforms, providing insight, ideas and innovation for today's marketing industry.</i>
Media Federation of Australia [MFA]	<i>Peak body representing majority of the media communication agencies in Australia to government, industry, media owners and the general public.</i>
Australian Marketing Institute [AMI]	<i>Professional body for marketing practitioners in Australia. They support progress in the careers of their members and advance the marketing profession.</i>

Question 3

Briefly describe each of the following organisational and client operating environments. (14-20 words for each business model). Provide one (1) example for each.

Assessor Instructions: responses must include the correct description for each of the business models that relate to the organisational and client operating environments.

The student examples will vary; however, they must provide examples that reflect the appropriate organisational and client environment of their business models.

Sample response below:

Operating environments	Description (14-20 words for each operating environment)	Provide one (1) example <i>Any one of the following is an acceptable response</i>
Business to Business (B2B)	<i>The B2B model is where the organisation provides goods or services directly to other businesses, and not the general public.</i>	<ul style="list-style-type: none">• Siemens• EMC2• Avaya
Business to Consumer (B2C)	<i>B2C is where the organisation provides goods or services directly to the general public, and to other businesses.</i>	<ul style="list-style-type: none">• Woolworths• McDonalds• Apple
Consumer to Business (C2B)	<i>The C2B business model is where an individual sells goods and/or services to businesses.</i>	<ul style="list-style-type: none">• Uber• AirBnB
Consumer to Consumer (C2C)	<i>This business model is when an individual sells goods or services to the general public.</i>	<ul style="list-style-type: none">• Amway• eBay

Question 4

Describe the general purpose and list the contents of the following plans. (40-65 words for each plan)

Assessor Instructions: The response must correspond to the benchmark answer provided in the table below. The description and contents of each plan written within the benchmark response are based on the learning content. The contents for each plan may vary but must be:

- appropriate inclusions for a business to achieve goals and operating strategies/appropriate inclusions for marketing strategies and initiatives.

Sample response below:

<p>Business Plan (40-50 words)</p>	<p><i>A business plan is an organisational document for setting out the organisation's goals and strategies to achieve those goals.</i></p> <p><i>It typically contains important information about the business such as:</i></p> <ul style="list-style-type: none"> ▪ <i>executive summary</i> ▪ <i>ABN, operating locations</i> ▪ <i>mission, vision, and business goals</i> ▪ <i>information about customers</i> ▪ <i>information about finances</i> ▪ <i>information about products/services</i> ▪ <i>competitors</i> ▪ <i>organisation structure</i> ▪ <i>operating plan.</i>
<p>Marketing Plan (40-50 words)</p>	<p><i>A Marketing Plan documents the marketing initiatives and strategies that an organisation is undertaking for a particular financial year.</i></p> <p><i>It typically contains important information about the marketing strategies such as:</i></p> <ul style="list-style-type: none"> ▪ <i>marketing goals</i> ▪ <i>marketing strategies and initiatives</i> ▪ <i>marketing mix</i> ▪ <i>timelines</i> ▪ <i>marketing budget</i> ▪ <i>target audience.</i>

Question 5

Briefly outline the following principles and practices of marketing communications and media strategies. [20-50 words for each].

Assessor Instructions: Responses must demonstrate an understanding of each communication and media strategy and how it is implemented.

Sample response below:

<p>Marketing communications and media strategies</p>	<p>Principles and Practices (20- 50 words for each).</p>
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Direct marketing	<i>The organisation directly advertises its products or services to the public and not via a third party (such as a retailer). For example, via emails, online adverts, distributed flyers, database marketing, promotional letters, newspapers, mobile text messaging, magazine adverts, phone calls, and postcards, rather than through a mass medium.</i>
Viral marketing	<i>A method of product promotion that relies on getting customers to market an idea, product, or service on their own. For example, via the hiring of influencers that could promote a product and idea as if they were the customers to increase the potential of virality.</i>
Inbound marketing	<i>Advertising by attracting the customers instead of presenting ads, e.g., content marketing, podcasts, video, eBooks, SEO.</i>
Outbound marketing	<i>Outbound Marketing focuses on presenting to an audience, for example, tv ads, radio ads, Facebook ads, billboards, magazine ads, and display ads.</i>
Content marketing	<i>This is an offshoot of inbound marketing, content marketing is the process of creating content, to attract prospects and drive interest and engagement. Content can be videos, infographics, articles, etc.</i>
Re-marketing	<i>Remarketing is the process of reconnecting with previous visitors to your website. It allows you to position targeted ads to a defined audience (one that has previously visited your site) as they browse other pages on the Internet. For instance, Facebook ads and Google display ads are normally used for retargeting.</i>
Email marketing	<i>Promoting your products and services by engaging with your audience via email. It is a low-cost activity and still widely spread. There is room for creativity and normally is done via email marketing software and CRMs.</i>

QUESTION 6

Identify and analyse the four (4) industry sectors within the marketing communications industry using the table below. [15-40 words for each sector]

Assessor Instructions: Responses must demonstrate an understanding of each of the Industry Sectors listed.

Sample response below:

Industry Sectors	Analysis [15-40 words for each sector]
Sales	<i>It includes personal one-on-one selling or wholesale; it is the most common sector of marketing communications.</i>
Traditional advertising	<i>Commonly executed by agencies, it includes all the traditional mediums. e.g., TV, radio, newspapers, billboards, etc.</i>
Public relations	<i>This sector looks at the communication with various communities, including neighbours, government, and media. It is classically related to the press in a way that is not advertising and how it can be leveraged for free and positive exposure.</i>
Below the line advertising	<i>Traditionally executed by what is known as BTL agencies, this sector refers to non-traditional methods of marketing communications, e.g., events, point of purchase promotion, etc.</i>

QUESTION 7

Analyse the following societal roles and describe their key roles in the marketing industry. [15-40 words for each societal role].

Assessor Instructions: Responses must demonstrate an understanding of each of the societal roles relevant to the marketing industry.

Sample response below:

Societal Roles	Description [15-40 words for each]
Government	<i>They provide guidance, rules, and enforcement around important marketing communications requirements such as privacy, copyright, anti-competition behaviours, anti-discrimination, and protection from spam (unsolicited calls).</i>
Marketing agency/consultant	<i>They need to ensure that they provide ethical advice and services to clients to ensure compliance with legislation.</i>
Businesses	<i>They need to ensure that they provide ethical marketing initiatives and strategies to ensure that the business complies with legislation and community expected ethical behaviours.</i>

Key stakeholders	<i>A stakeholder is a party that has an interest in a company and can either affect or be affected by the business. The primary stakeholders in a typical corporation are its investors, employees, customers, and suppliers.</i>
Associations and networks	<i>Associations and networks offer opportunities for people in the industry to stay up to date with current practices, trends and issues. It is a way to monitor the industry, stay involved, stay informed, and network with others.</i>

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	Seven (7) short answer questions are to be completed in the spaces provided.	<input type="checkbox"/>
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Congratulations you have reached the end of Assessment !!

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