



ASSESSOR GUIDE

BSBMKG439

Develop and apply knowledge of communications industry Assessment

4 of 4

Portfolio



SWINBURNE
OPEN
EDUCATION

Assessment Instructions

Assessment overview

This assessment consists of three [3] tasks.

- **Task 1: Incorporate feedback**

In this task, you must update the BSBMKG439_03_Summary Report incorporating the feedback into the deliverable.

- **Task 2: Monitoring the communications industry**

In this task, you will need to respond to George's email and attach a completed Monitoring Plan.

- **Task 3: Update information as required**

In this task, you will need to research and answer the short answer questions in the spaces provided. The information gathered will be used to update the BSBKMG Marketing Policies and Procedures relating to current technological developments.

Additional resources and supporting documents

To complete this assessment, you will need:

- *BSBMKG439_03_BSBKMG_Summary_Report (Your previously submitted document from assessment BSBMKG439_03_Project)*
- [BSBMKG439_04 Monitoring Plan](#)
- *BSBMKG439_02_BSBKMG_Communications and Marketing_Policy_and_Procedures*

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.

Task 1- Incorporate feedback

To begin this task, read the scenario and complete the instructions that follow.

Scenario

BSB & K Management Group (BSBKMG) is a Software-as-a-Service (SaaS) provider of performance management. BSBKMG has recently been focused on increasing the conversion rates for marketing campaigns by creating a landing page to increase sign-ups.

BSBKMG has been working on a landing page to use for a new SEM Campaign that will encompass Google Ads as the primary form of communication.

A draft version of a landing page has already been designed and is currently awaiting a review.

BSBKMG approached Fusion Graphix and requested their services for:


- researching and analysing communications information
- developing communications deliverables
- finalising communications deliverables.

Lena, the Marketing Specialist that was assigned the project, has recently created a summary of the progress and inclusions of the new SEM campaign, seeking feedback from George Hernandez for final approval before the official launch. Lena Brown has since received the feedback via email.

For this assessment, you will play the role of Lena Brown, a Marketing Specialist at Fusion Graphix. Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services.

- 1.1 Using the following email template, insert the response email that George Hernandez has provided you with his feedback on the Campaign.

Please note: This was provided by your Assessor with the feedback of your previously submitted assessment [*BSBMKG439_03_Project*] where they assumed the role of the managing director, George Hernandez.

Email	
To:	{Insert recipient email}
From:	{Insert your email}
Date/time:	{Insert date}
Subject:	RE: {Insert reply subject}
{Insert reply}	
<i>{Insert your position title here}</i> 1 King Street, Sydney, NSW 2000 Phone: 02 987 654	
	

1.2 Using the previously submitted *BSBMKG439_03_BSBKMG_Summary_Report* from assessment *BSBMKG439_03_Project*, update the deliverables with twenty-five [25] negative keywords.


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1.3 Using the email template below, respond to George Hernandez advising that you have updated the Summary Report and attach the new report to the email. You must use suitable grammatical structure and clear, logical language. [55-65 words]

For task submission, complete the following email template with your written-up email and submit:

- This assessment document. *[BSBMKG439_04_Portfolio]*
- An updated *BSBMKG439_03_BSBKMG_Summary_Report* template.

Please note: Change the naming convention of your report to *BSBMKG439_04_BSBKMG_Summary_Report*

Email	
To:	[Insert recipient email]
From:	[Insert your email]
Date/time:	[Insert date]
Subject:	RE: [Insert reply subject]
[Insert reply]	
<p><i>[Insert your position title here]</i> 1 King Street, Sydney, NSW 2000 Phone: 02 987 654</p> <div style="text-align: center;">  </div>	

Assessor instructions:

Purpose of the Task

- Incorporate feedback to the deliverables and update the Summary Report as required.

Guidance to Assessors About this Task

Students must update, complete and submit the *BSBMKG439_03_BSBKMG_Summary_Report*. Students must change the naming convention of this report to *BSBMKG439_04_BSBKMG_Summary_Report* for submission.

Students' answers may vary. However, the responses must use suitable grammatical structure and clear, logical language and must address the following:

1.1 Using the following email template, insert the response email that George Hernandez has provided you with his feedback on the Campaign.

Please note: This was provided by the Assessor with the feedback of the previously submitted assessment (*BSBMKG439_03_Project*) where they assumed the role of the managing director, George Hernandez.

Sample response below:

Email	
To:	lena@fusiongraphix.com
From:	george.hernandez@bsbkmg.com
Date/time:	Monday 28 th of September
Subject:	FWD: Feedback
<p><i>Good afternoon, Lena, thank you for getting back to me by the deadline. Your summary report will be very useful for me during the upcoming stand-up. I have noticed that you provided keywords for your Google Ads, however, I can't seem to find any negative keywords. Could you kindly identify some negative keywords to update the communication deliverables of the Google Ads? We want to ensure we can narrow down and target the correct audiences.</i></p> <p><i>Thank you, George Hernandez.</i></p>	
<p>Managing Director 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p> 	

1.2 Using the previously submitted *BSBMKG439_03_BSBKMG_Summary_Report* from assessment *BSBMKG439_03_Project*, update the deliverables with twenty-five [25] negative keywords.

Sample below:

BSBKGM has been working towards gaining prospective customers that benefit from our performance management software systems. We have been working with others to develop a new SEM campaign that will hopefully generate leads and sales to help gain more customers and further grow the business. The new SEM campaign was to deliver communications using Google Ads. For this, I have developed a Creative Strategy to help create a foundation for the goals we are aiming towards. Our in-house designer, Catherine Sutton-Brady, has created a landing page. The landing page is being used for the communication deliverables of Google Ads. Catherine and I have worked hard to ensure the landing page meet the business goals and adheres to our brand guidelines.

While Catherine has been finalising the landing page, I have worked closely with an external team at Fiverr. They have been contracted to help set-up the SEM campaign using Google Ads. The keywords used for this campaign include:

- *performance management software*
- *performance management platform*
- *performance management tools*
- *performance review platforms*
- *hr performance management software*
- *hr performance software*
- *performance management system software*
- *performance tracking software*
- *performance evaluation software*
- *employee review software*
- *best performance management software*
- *employee performance software*
- *application performance management software*
- *performance review software*
- *online performance management software*
- *online performance management system*
- *performance management system tools*
- *employee evaluation software*
- *employee appraisal software*
- *performance appraisal software*
- *performance management apps*
- *performance management software solutions*
- *employee performance management software*
- *best performance management system*
- *annual performance review software.*

Negative Keywords include:

1. *association*
2. *associations*
3. *book*
4. *books*
5. *case studies*
6. *case study*
7. *guide*
8. *guides*
9. *journal*
10. *journals*
11. *magazine*
12. *magazines*
13. *metrics*
14. *news*
15. *research*
16. *review*

- 17. reviews
- 18. statistics
- 19. stats
- 20. success stories
- 21. success story
- 22. tutorial
- 23. tutorials
- 24. white paper
- 25. white papers

The Google Ads account has been in the testing phase. I have concluded the following criteria to assess its' success:

- *The average conversion rates we will aim towards are: 5.35%*
- *The optimal conversion rates we will aim towards are: 13.51%*

I have also confirmed as the Google Ads deliverable has a CPA for an investment of \$10,000.00 will have an expected average CPC at \$7.28.

1.3 Using the email template below, respond to George advising that you have updated the Summary Report and attach the new report to the email. (55-65 words)

Sample response below:

Email	
To:	george.hernandez@bsbkmg.com
From:	lena@fusiongraphix.com
Date/time:	Tuesday 29 th of September
Subject:	FWD: Feedback
<p><i>Good morning, George</i> <i>I appreciate the feedback you have provided. Thank you for highlighting that there are missing negative words in the communication deliverables of Google Ads. This will be helpful to filter through unwanted leads.</i></p> <p><i>I have now updated the Summary Report as requested with the additional negative keywords now included.</i></p> <p><i>Please find attached the updated BSBMKG439_04_BSBKMG_Summary_Report.</i></p> <p><i>Thank you,</i> <i>Lena Brown</i></p>	

Marketing Specialist


1 King Street, Sydney, NSW 2000

Phone: 02 987 654



Task 2- Monitoring the communications industry

Read the following email and then complete the instructions that follow.

Email	
To:	lena@fusiongraphix.com
From:	george.hernandez@bsbkmg.com
Date/time:	Thursday 1 st of October
Subject:	Monitoring the communications industry
<p>Hello Lena,</p> <p>Thank you for the updated deliverables. I am pleased with the development of the shared deliverables. I am happy to inform you that the new SEM campaign is ready for launch.</p> <p>To finalise this campaign, I am giving you a project. I want to add more procedures into our policies and procedures relating to monitoring communication industry trends and issues.</p> <p>To monitor potential trends and issues arising in the marketing communications industry that could affect the way we work with this deliverable.</p> <p>Begin with researching current issues and trends, then create a plan that BSBKMG can use ongoingly. Complete the following document to record a plan for this:</p> <ul style="list-style-type: none">▪ BSBMKG439_04_Monitoring Plan template [attached] <p><i>I will use the information in the above template to update BSBKMG Marketing Policies and Procedures for all staff.</i></p> <p>Can you have this ready for me by Wednesday 7th of October?</p> <p>Thank you,</p> <p>George Hernandez.</p>	
<p>Managing Director</p> <p>300 Fictional Way, Sydney, NSW 2000</p> <p>Phone: 1800 111 222</p> 	

For this task, you will need to respond to George's email and attach the completed Monitoring Plan.

Using the ***BSBMKG439_04_Monitoring Plan*** template provided in George’s email, record an overview of how you could implement a continuous monitoring plan to ensure that you are monitoring the current issues and trends in the marketing communications industry.

Your template must include:

- 2.1 An objective for the monitoring plan. [15-25 words]
- 2.2 Identify and describe three [3] current issues [from this existing year] in the communications industry. [50-70 words for each issue]. Include in your response:
 - a) the link to your source
 - b) the date of when the source was accessed
- 2.3 Identify and describe three [3] current trends [from this existing year] in the communications industry. [50-70 words for each trend]. Include in your response:
 - a) the link to your source
 - b) the date of when the source was accessed
- 2.4 Develop a procedure for all staff to monitor current issues and trends in the communications industry.
 - a) Implement five [5] appropriate tasks to help monitor trends/issues in the communications industry
 - b) describe how each task must be monitored and how frequent. [5-35 words]

In addition to the Monitoring Plan, complete the final point below before submitting this task.

- 2.5 Using the following email template, write a short email [25-30 words].
Advise in the email that the ***BSBMKG439_04_Monitoring_Plan*** is attached. Be sure to use correct spelling, language, and terminology.

For task submission, complete the following email template with your written-up email and submit:

- This assessment document. ***[BSBMKG439_04_Portfolio]***
- The completed ***BSBMKG439_04_BSBKMG_Monitoring_plan*** template.

Email	
To:	<i>[insert recipient email]</i>
From:	<i>[insert your email]</i>
Date/time:	<i>[insert date]</i>
Subject:	RE: <i>[Insert reply subject]</i>
<i>[Insert reply]</i>	
<i>[Insert your position title here]</i> 1 King Street, Sydney, NSW 2000 Phone: 02 987 654	

Assessor instructions:

Purpose of the Task

- Implement procedures for BSBKMG for ongoing monitoring of the communications industry

Guidance to Assessors About this Task

Students must complete and submit the *BSBMKG439_04_Monitoring_Plan* template provided.

The responses must use suitable grammatical structure and clear, logical language and must address the following:

- 2.1 Describe the objective for the monitoring plan. (15-25 words)

The student response must correspond to the exemplar answer provided below.

The student must understand the purpose of the Monitoring Plan.

The response must explain that the plan is to monitor industry trends and issues.

Sample answer below:

To monitor for current trends and issues arising in the marketing communications industry that could affect the way we work.

- 2.2 Identify and describe three (3) current issues (from this existing year) in the communications industry. (50-70 words for each issue) Include in your response:
 - the link to your source
 - the date of when the source was accessed.

Students will need to research current issues. Students' responses will vary but must include:

- three (3) sources of information relating to industry issues from the existing year*
- the link of the source*
- the date they accessed the source must be of the existing year.*

Sample answer below:

	Issues	Describe (50-70 words for each issue)
1	<i>Cookies deprecation</i>	<i>Starting in 2023, a method that was used during the whole history of web browsing to collect information will be deprecated to reduce the amount of information collected by organisations and mediums and will impact how companies have been so far using this information to conduct online business.</i> https://www.forbes.com/sites/forbesagencycouncil/2022/01/14/15-top-trends-that-will-impact-marketing-in-2022/?sh=29a244486f0c <i>Accessed 2022</i>
2	<i>Collection of data</i>	<i>With privacy as a subject at its high, it is now a conversation that not only happens in the digital world but also in the physical world. As users are more aware of their privacy rights, organisations need to comply with the privacy act of not only</i>

		<i>Australia but potentially other countries too and not only digitally but also physically.</i> https://www.forbes.com/sites/forbesagencycouncil/2022/01/14/15-top-trends-that-will-impact-marketing-in-2022/?sh=29a244486f0c <i>Accessed 2022</i>
3	<i>Increased competition</i>	<i>as the power of advertising is put in the hands of advertisers directly with products like Meta Advertising platform and the Google Ads platform, the share of voice will continue to decrease, and the cost of advertising will continue to increase due to many more advertisers bidding for the opportunity to advertise.</i> https://www.forbes.com/sites/forbesagencycouncil/2022/01/14/15-top-trends-that-will-impact-marketing-in-2022/?sh=29a244486f0c <i>Accessed 2022</i>

- 2.3 Identify and describe three [3] current trends [from this existing year] in the communications industry [50-70 words for each trend] Include in your response:
- the link to your source
 - the date of when the source was accessed.

Students will need to research current trends. Students' responses will vary but must include:

- *three [3] sources of information relating to industry issues from the existing year*
- *the link of the source*
- *the date they accessed the source must be of the existing year.*

Sample answer below:

	Trends	Describe [50-70 words for each trend]
1	<i>Hybrid events</i>	<i>virtual events have existed for more than a decade, however, with Covid-19 the use of virtual events increased heavily and now with face-to-face interactions happening more, an alternative that combines both virtual and physical events are being demanded to cater for those still online and the ones that want to meet physically.</i> https://www.forbes.com/sites/forbesagencycouncil/2022/01/14/15-top-trends-that-will-impact-marketing-in-2022/?sh=29a244486f0c <i>Accessed 2022</i>
2	<i>QR Codes</i>	<i>highly popular in countries like Japan and Korea for the last 20 years, they became standard and well understood by the masses across countries due to Covid-19. They can be used creatively not only to go to links with information but also to process payments, validate logins, etc.</i> https://www.forbes.com/sites/forbesagencycouncil/2022/01/14/15-top-trends-that-will-impact-marketing-in-2022/?sh=29a244486f0c <i>Accessed 2022</i>
3	<i>Personalised digital experiences</i>	<i>with the ability of digital media to create unique experiences, more and more it will be expected that companies provide personalised engagement with online users, from websites to apps to bots, the more personal they are the more engagement there is.</i> https://www.forbes.com/sites/forbesagencycouncil/2022/01/14/15-top-trends-that-will-impact-marketing-in-2022/?sh=29a244486f0c <i>Accessed 2022</i>

- 2.4 Develop a procedure for all staff to monitor current issues and trends in the communications industry. Complete the following table:
- Implement five [5] appropriate tasks to help monitor trends/issues in the communications industry

b) Describe how each task must be monitored and how frequent. [5-35 words]

The student response must correspond to the benchmark answer provided below that can be found in the learning content. The student must develop a procedure for staff to keep themselves updated with industry issues and trends and describe how each task must be monitored, and the frequency of reviews.

The responses may vary but must include:

- *a continuous learning approach to address emerging opportunities and issues*

Sample answer below:

Type of task	Tasks that help monitor current trends/issues in the communications industry	Describe how to monitor the task and how frequent [5- 35 words]
1 Setup web monitoring tool	<i>To setup Google alerts for the keywords:</i>	<i>Monitor all emails for Google Alerts upon receiving them.</i>
2 Use automated news app	<i>Download the flip board app to use on a mobile/tablet device. Add "marketing and advertising" as topic.</i>	<i>Read the daily updates via the flip board app.</i>
3 Search online for credible source presenting trends and issues in marketing communications	<i>Research current trends/issues and provide a write a brief report on the changes.</i>	<i>Write a monthly report based on your research. Share and discuss among colleagues, notifying them of any changes, updates and interesting topics of conversations relating to current industry trends and issues.</i>
4 Sign up for relevant corporate event	<i>Register to at least one [1] industry conference.</i>	<i>Stay updated with information gathered from the top marketing conferences. Try to register your attendance at least once annually.</i>
5 Subscribe to corporate social media newsletters	<i>Subscribe to relevant marketing LinkedIn newsletters.</i>	<i>Check LinkedIn daily for newsletter information and content.</i>

2.5 Using the following email template, write a short email [25-30 words].

Advise in the email that the BSBMKG439_04_Monitoring_Plan is attached. Be sure to use correct spelling, language, and terminology.

Assessor Instructions

The student must write an email to George Hernandez that must: [25-30 words].

- advise that the Resourcing Plan is attached
- request approval of resources
- use correct spelling, language, and terminology.

Email	
To:	george.hernandez@bsbkmg.com

From:	lena@fusiongraphix.com
Date/time:	Wednesday 7 th of October
Subject:	RE: Monitoring the communications industry
<p><i>Hello George, I hope this email finds you well. I have completed the Monitoring Plan as requested and have attached it to this email. Thank you. Lena Brown</i></p>	
<p><i>Marketing Specialist</i> 1 King Street, Sydney, NSW 2000 Phone: 02 987 654</p> 	

Task 3- Update information as required

Read the following email and then complete the instructions that follow.

Email	
To:	lena@fusiongraphix.com
From:	george.hernandez@bsbkmg.com
Date/time:	Thursday 1 st of October
Subject:	Monitoring the communications industry
<p>Hello Lena,</p> <p>Thank you for your email and Monitoring Plan. Your newly created monitoring plan will become standard marketing procedure for monitoring any communication deliverables for Google Ads.</p> <p>There is one more area in the Communications and Marketing Policies and Procedures I feel needs updating as it was written a while back and much has changed since.</p> <p>Please see the following:</p> <ul style="list-style-type: none"> ▪ <i>BSBMKG439_02_BSBKMG_Communications and Marketing_Policy_and_Procedures</i> (attached) <p>Please provide me with updated information relating to technological developments, specifically, what is now current for digital communications technologies, platforms and devices. Update this information into the Communications and Marketing Policy and Procedures attached to this email.</p> <p>This will be useful information for any future communication deliverables that are implemented at BSBKMG.</p>	

Thank you,
George Hernandez.

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222



For this task, you will need to research and answer the following short answer questions in the spaces provided. Then use this information to update the *BSBMKG439_02_BSBKMG_Communications and Marketing_Policy_and_Procedures*

3.1 List three [3] examples of current devices that allow for digital communications. Provide a link.

Devices	Link

3.2 List three [3] examples of current technologies that allow for digital communications to connect with prospective customers. Provide a link.

Technologies	Link

3.3 List three [3] examples of current platforms that allow for digital communications to connect with employees. Provide a link.

Platforms	Link

3.4 Research and describe how the following three [3] new and alternative trending technologies impact the marketing communications industry. [30- 60 words for each trending technology]

New and alternative technologies	Impact
Chatbots and Smart Assistants [30- 60 words]	
5G enhanced connectivity [30- 60 words]	

Data Storytelling (30- 60 words)	
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- 3.5 Include the above information in this task under a new heading, “digital communications” to the existing *BSBMKG439_02_BSBKMG_Communications and Marketing_Policy_and_Procedures* document that was provided to you in George’s email. [220-240 words]

For task submission, answer the questions in the spaces provided and submit:

- This assessment document. *[BSBMKG439_04_Portfolio]*
- Additionally submit the updated *BSBMKG439_02_BSBKMG_Communications and Marketing_Policy_and_Procedures*
- **Please note:** Before submitting the updated Communications and Marketing Policy and Procedures, change the naming convention to *BSBMKG439_04_BSBKMG_Communications and Marketing_Policy_and_Procedures*

Assessor instructions:

Purpose of the Task

- Research and analyse which are the industries current digital communications technologies, platforms and devices
- Provide information to help update the BSBKMG Communications and Marketing Policy and Procedure for Communication Deliverables
- Research to improve work procedures and resolves issues with outdated information

Guidance to Assessors About this Task

Students must complete the following questions in the spaces provided.

Students’ answers may vary. However, the responses must use suitable grammatical structure and clear, logical language and must address the following:

- 3.1 List three [3] examples of current devices that allow for digital communications.

Students must list three examples of devices that allow for digital communications. Students’ answers will vary but may include devices that can use at least one technology and/or platform to connect with current or prospective clients, employees and stakeholders. Responses may include:

- *Computers*
- *Smartwatches*
- *Computers and/or laptops*
- *Tablets*
- *Smartphones*

A sample response has been provided below:

Devices	Link
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<i>Smartphones</i>	https://www.cleverism.com/understanding-device-market-desktop-tablet-mobile/
<i>Tablets</i>	https://www.cleverism.com/understanding-device-market-desktop-tablet-mobile/
<i>Desktop computer</i>	https://www.cleverism.com/understanding-device-market-desktop-tablet-mobile/

3.2 List three [3] examples of current technologies that allow for digital communications to connect with prospective customers.

Students must list three examples of current technologies that allow for digital communications to connect with prospective customers. Students' answers will vary but may include forms of:

- *Digital communication channels such as email, phone calls, SMS, webchats*
- *Web-based advertising such as social media channels, automated emails,*

A sample response has been provided below:

Technologies	Link
<i>Automated emails</i>	https://www.waldenu.edu/online-bachelors-programs/bs-in-communication/resource/eight-effective-ways-to-communicate-with-customers
<i>Social Media channels</i>	https://www.waldenu.edu/online-bachelors-programs/bs-in-communication/resource/eight-effective-ways-to-communicate-with-customers
<i>Mobile apps</i>	https://www.waldenu.edu/online-bachelors-programs/bs-in-communication/resource/eight-effective-ways-to-communicate-with-customers

3.3 List three [3] examples of current platforms that allow for digital communications to connect with employees.

Students must list three examples of platform that allow for digital communications to connect with employees. Students' answers will vary but may include forms of:

- *Web-based collaborative software platforms, such as SharePoint, confluence*
- *CRMS such as sales force*
- *Project management tools such as Monday.com, Asana*
- *Videoconferencing platforms such as Teams, Zoom, Webex, GoTo.*
- *Productivity Suite such as Microsoft 365, Google WorkSpace,*

A sample response has been provided below:

Platforms	Link
<i>Zoom</i>	https://www.elcom.com.au/resources/blog/15-essential-communication-platforms-and-software-to-use
<i>Microsoft 365</i>	https://www.elcom.com.au/resources/blog/15-essential-communication-platforms-and-software-to-use

<i>Salesforce</i>	https://www.elcom.com.au/resources/blog/15-essential-communication-platforms-and-software-to-use
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3.4 Research and describe how the following three [3] new and alternative trending technologies impact the marketing communications industry. [30- 60 words for each trending technology]

A sample response has been provided below:

New and alternative technologies	Impact
Chatbots and Smart Assistants [30- 60 words]	<i>Chatbots create automated replies to a range of general or tailored queries from customers. They can also let them know when you will get back to them in more detail or other resources that are available. By being responsive 24/7 and giving answers promptly, chatbots can be a great asset for your customer service.</i>
5G enhanced connectivity [30- 60 words]	<i>Mobile networks promise to provide incredibly fast download speeds coupled with increased bandwidth. This is anticipated to change the way we interact with technology and may make fibre-based cable networks redundant.</i>
Data Storytelling [30- 60 words]	<i>The process by which your data is turned into language. That is, the data is communicated in plain English language, so it can be understood by everyone in an organisation or project. By building a narrative around a set of data, this help to convey the meaning of that data in a way that can be well understood.</i>

3.5 Include the above information in this task under a new heading “digital communications” to the existing *BSBMKG439_02_BSBKMG_Communications and Marketing_Policy_and_Procedures* document that was provided to you in George’s email. [220-240 words]

The student response must correspond to the benchmark answer provided below.

*The responses must contain the same information from Task 3: 3.1-3.4 of this assessment and it must be included under a new heading in the document named “digital communications” within the **BSBMKG439_02_BSBKMG_Communications and Marketing_Policy_and_Procedures**.*

Please note: The student must change the naming convention of the updated Communications and Marketing Policy and Procedures to *BSBMKG439_04_BSBKMG_Communications and Marketing_Policy_and_Procedures*

Sample response below:

<p><i>Digital Communications</i></p> <p><i>Digital communications are evolving rapidly. Below you will find the current trends and technological advancements that can be used for our BSBKMG communication deliverables.</i></p> <p><i>Devices</i></p> <ul style="list-style-type: none"> ▪ <i>Smartphones</i> ▪ <i>Tablets</i> ▪ <i>Desktop computer</i> <p><i>Technologies</i></p> <ul style="list-style-type: none"> ▪ <i>Automated emails</i> ▪ <i>Social Media channels</i>
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- *Mobile apps*
- Digital platforms*
- *Zoom*
 - *Microsoft 365*
 - *Salesforce*

Some trends that many competitors are currently using and would be useful to apply to BSBKMG communication deliverables include new and alternative technologies such as the following:

Chatbots and Smart Assistants

Chatbots create automated replies to a range of general or tailored queries from customers. They can also let them know when you will get back to them in more detail or other resources that are available. By being responsive 24/7 and giving answers promptly, chatbots can be a great asset to your customer service.

5G enhanced connectivity

Mobile networks promise to provide incredibly fast download speeds coupled with increased bandwidth. This is anticipated to change the way we interact with technology and may make fibre-based cable networks redundant.

Data Storytelling

The process by which your data is turned into language. That is, the data is communicated in plain English language, so it can be understood by everyone in an organisation or project. By building a narrative around a set of data, this help to convey the meaning of that data in a way that can be well understood.

Assessment checklist:

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

Task 1-Incorporate Feedback		
1	Paste the managing director’s feedback on deliverables	<input type="checkbox"/>
2	Identify twenty-five [25] negative keywords for Google Ads	<input type="checkbox"/>
3	Update and submit the BSBMKG439_03_Summary Report	<input type="checkbox"/>
4	Email to the managing director- advise of task completion	<input type="checkbox"/>
Task 2- Monitoring the communications industry		
1	Explain the objective of the monitoring plan	<input type="checkbox"/>
2	Identify and describe three current issues in the communications industry	<input type="checkbox"/>
3	Identify and describe three current trends in the communications industry	<input type="checkbox"/>
4	Develop a procedure monitoring procedure	<input type="checkbox"/>
5	Submit monitoring plan	<input type="checkbox"/>
6	Email to the managing director- advise of task completion	<input type="checkbox"/>
Task 3- Update information as required		
1	Answer short answer questions in the spaces provided	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 4!

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