



ASSESSOR GUIDE

BSBMKG433

Undertake marketing activities

Assessment 3 of 4

Project / Role play



Assessment Instructions

Assessment overview

This assessment is divided into two [2] tasks. This includes:

- **Task 1:** Plan and implement marketing opportunities
In this task, you will complete an *Action and Monitoring Plan* as identified in the marketing activities from assessment **BSBMKG433_02_Project**
- **Task 2:** Meet with Sally Pierce [role play] to discuss your plans for marketing activities.
In this task, you will record a meeting discussing your plan for Task 1 of this assessment with one [1] participant and further assist Sally to commence her action item.
- **Task 3:** Monitor Sally's progress
In this task, you will email Sally requesting to view her emailed initial communications with the external resources.

Additional resources and supporting documents

To complete this assessment, you will need to access the following:

- **BSBMKG433_02_Business and Marketing Plan** [attached]
- **BSBMKG433_03_CBSA team** [attached]
- **BSBMKG433_03_Action and Monitoring Plan_Template** [attached]
- Table and two chairs [Task 1].



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.



Please consider the environment before printing this assessment.

TASK 1: Plan and implement marketing opportunity

To begin this task, read the following scenario and email. Complete the instructions that follow.

Scenario

Complete Business Solutions Australia (CBSA) originated in 1998 with five principals dedicated to integrity and excellence in economic and financial consulting.

Tina has been recently appointed to the role of Sales and Marketing Manager. Her role allows her to work across teams from other areas of the business that can contribute and add input to marketing activities.

Tina reports to Gavin Stead, who is the managing director at CBSA.

Tina has recently completed a task in reviewing CBSA's past marketing activities in preparation for planning next year's marketing activities that contribute to CBSA's ongoing operations and strategic marketing goals. She has emailed Gavin her findings of the marketing activity review and requested approval from Gavin to pursue them. Tina is awaiting his response.

Email

To:	Tina Hughes [tina.hughes@cbsa.com.au]
From:	Gavin Stead [gavin.stead@cbsa.com.au]
Date/time:	Friday 11:00am
Subject:	Google ads marketing opportunity

Good morning, Tina,

Thank you for sending me your review of CBSA's marketing activities. I have decided, given the strength of the Google Ads and LinkedIn marketing performance, CBSA will focus solely on this aspect for our marketing over the next six [6] months.

Due to a lack of time and resources, I am outsourcing a marketing activity for the LinkedIn campaign to be conducted by an external agency. This means that you will be in charge of planning and implementing the Google ads campaign.

I would like you to complete a *review and action and monitoring plan* in preparation for planning next year's activities.

Please review the following documents:

- **BSBMKG433_03_Action and Monitoring Plan_Template** [attached]
- **BSBMKG433_02_Business and Marketing Plan** [attached]
- **BSBMKG433_03_CBSA team.** [attached]

Can I please ask you to prepare the above *action and monitoring plan template* that shows how we will utilise a \$25,000.00 marketing budget for Google ads marketing activities?

Please prepare an *Action and Monitoring Plan* (**BSBMKG433_03_Action and Monitoring Plan_Template**) that shows:

- At least four [4] actions to be taken to build our sales/brand awareness over the next six [6] months.
For each action, include:
 - A summary of the action to be taken
 - The due date for completion [note this project is to run across the first half of the year. Given it is now October, you have three months to put a plan in place.

- CBSA personnel to be involved. All staff is at your disposal so you should choose staff members whose roles/skillset best align with the task. Review the organisational chart, located in the **BSBMKG433_02_Business and Marketing Plan**. and staff profiles in the attached document, **BSBMKG433_03_CBSA team**.
- Please note:** If any of the actions involve the use of external resources, be sure to allocate this task to Sally Pierce, my personal assistant.
- Budget (note the total must not exceed \$25,000, *10% of which should be for content creation, the rest directly for the media*)
 - How you will monitor the action to ensure it is on time and/or budget.

Please send me your report via return email.

Kind Regards,
Gavin Stead

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



For this task, you will assume the role of Tina Hughes and follow the instructions given to you by Gavin Stead.

Complete the CBSA **BSBMKG433_03_Action and Monitoring Plan_Template**, addressing each of the points outlined below. You must communicate each point using a suitable grammatical structure and clear, logical language.

Your template must include:


- 1.1 At least four (4) actions to be taken to use Google ads to build CBSA sales/brand awareness over a six-month period. For each action, include:
 - A summary of the action to be taken
 - The due date for completion (note this project is to run across the first half of the year but you are to assume it is now October. This means that some of your actions may fall between October and January where the action relates to planning, rather than execution).
 - CBSA personnel to be involved. All staff is at your disposal so you should choose staff members whose roles (and skillsets typically associated with those roles) best align with the task. An organisational chart is available in the **BSBMKG433_02_Business and Marketing Plan** and staff profiles in the **BSBMKG433_03_CBSA team** can help with the task.

Please note: If any of the actions involve the use of external resources, be sure to allocate this task to Sally Pierce, Gavin's personal assistant.

 - Budget (note the total must not exceed \$25,000.00)
- 1.2 Your plan to monitor and support each staff member in implementing the allocated actions. For each action, include:
 - a) how you will monitor the progress to ensure it is running on time
 - b) how will the staff member be supported during the implementation of their task.
- 1.3 Using the following email template, write a short email to Gavin (50-80 words).
Advise in the email that the **BSBMKG433_03_Action and Monitoring Plan_Template** is attached, and you are requesting approval to access the personnel and budget items. Be sure to use correct spelling, language, and terminology.

Complete the following template with your written-up email and submit this document alongside the completed **BSBMKG433_03_Action and Monitoring Plan_Template**.

Email	
To:	
From:	
Date/time:	XXX
Subject:	
[Insert your position title here] 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au	



Assessor instructions:

Purpose of the Task

- Identify and access resources required for marketing activities according to the action plan
- Contribute to assigning responsibilities and functions to relevant marketing personnel
- Assist required personnel in managing marketing activities
- Monitor implementation of marketing activities according to activity plan, as required.

Guidance to Assessors About this Task

Students must complete and submit the CBSA **Action and Monitoring Plan template** provided. Refer assessor exemplar answer.

Students' answers may vary. However, the responses must:

- Use suitable grammatical structure and clear, logical language

1.1 Did the student describe at least four actions to be taken to use Google ads to build CBSA sales/brand awareness over a six-month period? For each action, include:

A summary of the action to be taken. *This may include:*

- *Identifying keywords*
- *Determining the best campaign objective and type*
- *Landing pages per product/service to be created*
- *Writing copy for Google ads (Headlines, descriptions, extensions, etc)*
- *Sourcing videos to promote*
- *Devising reporting strategy*
- *Sourcing external providers of the above.*

The due date for completion. This may include:

- *Dates for planning-related actions may commence in October*
- *Dates for execution actions must commence after 1 January.*

CBSA personnel to be involved. *This must include*

- *CBSA staff member as shown on Business and Marketing Plan*
- *The allocated staff member must be in a role with the ability to execute given responsibility can be assumed.*

Budget (note the total must not exceed \$25,000.00, 10% of which should be for content creation, the rest directly for the media)

Sample Responses:

1.1 Four [4] Action steps	1.1 Due date	1.1 Budget	1.1 Staff member allocated to the task
<i>Identify keywords [i.e., positive and negative keywords]</i>	<i>15 /11</i>	<i>\$0.00</i>	<i>Adrian Russo, Marketing Strategist</i>
<i>Source external copywriting and web designer to support the development of landing pages and copy for all ads, ensuring it is tailored to types of campaigns and ad groups</i>	<i>15/12</i>	<i>\$2,500.00</i>	<i>Sally Pierce to source copywriters and web designers</i>
<i>Set up Google ads and schedule them to commence on 1 January</i>	<i>31/12</i>	<i>\$15,000.00</i>	<i>Adrian Russo, Marketing Strategist</i>
<i>Review performance of Google ads after 1st month and add additional advertising spend to keywords performing well</i>	<i>1 February</i>	<i>\$7,500.00</i>	<i>Adrian Russo, Marketing Strategist</i>

1.2 Your plan to monitor and support each staff member in implementing the allocated actions. For each action, include:

- how you will monitor the progress to ensure it is running on time*
- how will the staff member be supported during the implementation of their task*

Answers may include the following monitoring and assisting methods:

- *Support to complete tasks, i.e... Freeing up time from other responsibilities*
- *Sharing of workload*
- *Providing specific expertise/support.*

See exemplar below:

1.2 a) How will you monitor the staff members' progress to ensure it is tracking on time	1.2 b) How will the allocated staff member be supported during the implementation of their task?
<i>Check progress of identifying keywords with Adrian 1 November to ensure he is on track</i>	<i>Ensure he has adequate time for the task by reallocating other responsibilities</i>

<i>Evaluate first drafts 15 December, finalise by 22 December. Ensure they will fit ad requirements.</i>	<i>Provide recommendations for copywriters and/or web designers Sally may wish to approach.</i>
<i>Ads once created need to be checked to ensure start and end dates have been set up correctly, for the correct budget amounts to have been set, and finally for enough ad variations to have been created. Ads and what happens after clicking needs to be tested to ensure it is all working smoothly, finally, in the Google ads editor, different ad types need to have been set up, these include video ads, search ads, and display ads. This will make sure that the process runs smoothly and to timelines.</i>	<i>Help Adrian with monitoring inbox and providing timely responses to any enquiries received.</i>
<i>Setup conversion tracking in the Google ads campaign to ensure success is measured. Directly in the Google ads editor interface you can compare all ads and the conversion rate, based on results, some ads may need to be updated, paused, enhanced or the bidding increased. Monitoring of the implemented task to quickly action any updates needed will make sure it is running smoothly and achieving results within the deadlines.</i>	<i>Assist Adrian in analysing advertisement performance.</i>

1.3 Did the student write an email to Gavin Stead? *This must include:*

- *Advising that the **BSBMKG433_03_Action and Monitoring Plan_Template** is attached.*
- *Requesting approval to access resources/personnel and budget.*

Sample Response:

Email	
To:	Gavin Stead [gavin.stead@cbsa.com.au]
From:	Tina Hughes [tina.hughes@cbsa.com.au]
Date/time:	XXX
Subject:	RE: Google ads marketing opportunity - discussion
<p><i>Good morning, Gavin,</i></p> <p><i>Thank you for sending your approval of increasing the marketing budget for Google ads for the next 6 months.</i></p> <p><i>I have reviewed the documentation you sent through and have created an action plan that I am sure will achieve our objectives.</i></p> <p><i>Attached is the plan requested. Once you have reviewed the plan, please send through your approval of the recommendations I have provided.</i></p>	

I look forward to your response.

Kind Regards,

Tina Hughes

Sales and Marketing Manager

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



Reassessment Arrangements

If the student submits incomplete documentation or documents that do not have the correct information, they will need to be given feedback about their work and an appropriate time in which to resubmit. Students should only redo parts of the documentation that are incorrect.

Discuss timeframes for resubmission with the student when you tell them about the outcome for this task.

Task 2: Discuss marketing implementation, potential problems and provide assistance

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

Email	
To:	Tina Hughes (tina.hughes@cbsa.com.au)
From:	Gavin Stead (gavin.stead@cbsa.com.au)
Date/time:	Monday 10:30am
Subject:	Google ads marketing opportunity - discussion
<p>Good morning, Tina,</p> <p>Thank you for sending me your report. I will be out of town for two days, but in the meantime, I would like you to please meet with my personal assistant, Sally Pierce. Discuss with her your plans and explain how you want to spread the media budget, which type of ads will be actioned, and what are the expected results in terms of clicks. Please also explain how you will monitor these activities and be assisting the required personnel in managing tasks for the marketing activity. I will have her report back to me with the details of your plan, and I will be in contact with you shortly after my return.</p> <p>Kind Regards,</p> <p>Gavin Stead</p>	
<p>Managing Director</p> <p>300 Fictional Way, Sydney, NSW 2000</p> <p>Phone: 1800 111 222</p> <p>www.cbsa.com.au</p>	



For this task, you will assume the role of Tina Hughes and record a role play with another participant who will play the role of Sally Pierce. This role play will be of the meeting that was requested in the email by Gavin Stead. In this meeting, you are to discuss the items of the *Action and Monitoring Plan* and any problems that may arise as part of this project.

You will also be asked to assist Sally Pierce in managing her allocated action task.

During the demonstration, you must:

2.1 Provide an overview of the actions outlined in the template of Task 1 of this assessment [**BSBMKG433_03_Action and Monitoring Plan_Template**]. Discuss according to the plan the following:

- a) how you plan to spread the media budget
- b) which type of ads will be actioned and the expected results in terms of clicks
- c) your plan to monitor the progress to ensure action is running on time
- d) your plan to further assist the allocated staff member with their task/s

2.2 Identify:

- a) The top Google ads campaign type with expected results (clicks),
- b) Two [2] potential issues that may arise with the Google ads campaign.

For this, you need to familiarise yourself with Google ads and create draft campaigns to estimate results.

2.3 Assist Sally Pierce in managing her task by:

- a) providing two [2] sources of information to guide Sally towards seeking web designers for the marketing activity.

To prepare for the role play, this may require some research beforehand in order to provide Sally Pierce with this information during your meeting.

2.4 Use suitable language and non-verbal communication skills.

See the following role play instructions.

Role Play Instructions

The role play must include one [1] participant, must not exceed **15-minutes in duration**, and must address all elements of the **Observation Checklist** in **Appendix A** of this assessment. The role play context must also be distributed to the participant of the role play. This can be found in **Appendix B** of this assessment.

In this task, you will participate in a role-played meeting with one [1] participant. These may be resourced using one of the following options:

1. Peer who you are already working within the industry your qualification relates to.
2. Fellow student who will play the role of Sally Pierce. Please contact your fellow student via the Discussion Forum and coordinate your role play with them directly.

If you are unable to find a participant to play the role of Sally Pierce, contact your Assessor via the Discussion Forum who will discuss options for pairing you up with another student to complete this task.

Option 1: Peer participant

Should you complete this task with your peer, you must fully brief the participant, providing them with the context of the meeting, a role outline to play, and a copy of the observation checklist so that they can prepare for the recording.

The peer will need to state their name and job title at the start of the recording to inform consent.

Option 2: Fellow student participant

The fellow student participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

The student will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Please note: This recording is your submission for this task (Task 2) of this assessment.

Save this recording under the following naming convention before submitting it.

- ***yy_mm_dd_yourname_BSBMKG433_Recording***

Appendix A: Observation Checklist (meeting for **Task 2**)

Assessor Instructions

The student must cover all the criteria in the Observational Checklist below.

Observation Checklist:		
Meeting		
The student being assessed must...		Assessor Comment
Use suitable and clear language for example, no jargon, be clear, concise, and informative. Using business-appropriate language and terminology throughout.	<input type="checkbox"/>	
Use active listening techniques for example, paraphrasing, and using open and follow up questions to encourage discussion.	<input type="checkbox"/>	
Use non-verbal communications For example, smiling and nodding to encourage participation and contribution.	<input type="checkbox"/>	
Provide an overview of all the actions outlined in Task 1 of this assessment (<i>BSBMKG433_03_Action and Monitoring Plan_Template</i>). for example, explaining their plans for marketing activities as listed in the student's Action and Monitoring Plan, how they will monitor each action to ensure it is running on time and support required	<input type="checkbox"/>	

personnel according to their Action and Monitoring Plan Template.		
Identify the top Google ads campaign type and potential results in terms of clicks expected for example, search campaign with a budget of \$50.00 a day, there will be 389 clicks at an average CPC of \$0.13	<input type="checkbox"/>	
Identify two (2) potential issues that may arise with the Google ads campaign. for example, the cost per click is extremely high and may not provide many leads. Display ads may generate many clicks but not necessarily leads	<input type="checkbox"/>	
Provide Sally Pierce with two (2) sources of information to assist in seeking web designers appropriate for the marketing task for example, weblinks, and contact details for web designers can be used such as, https://www.fiverr.com/ and https://www.freelancer.com.au/		

Appendix B: Role play context for the participant [meeting for Task 2]

To prepare for this meeting, give the following Role Play Context to the meeting participant. This will allow them to prepare and contribute to the meeting.

Role Play Context

Tina Hughes is the Sales and Marketing Manager that has been reviewing Complete Business Solutions Australia's (CBSA) marketing activity. Tina has a sound understanding of the marketing activities that need to be conducted for the upcoming year and has completed an *Action and Monitoring Plan* that details the actions needed to be undertaken for the project.

Tina usually reports her findings to Gavin Stead, who is the Managing Director at CBSA, however, he is away and has requested that Tina meets with his Personal Assistant, Sally Pierce, where she will pass on the details discussed.

In this meeting, Tina will be giving an overview of the completed *Action and Monitoring Plan*. [This was the student's task 1 of this assessment.]

For this meeting, the student being assessed will be playing the role of Tina Hughes. You will be playing the role of the Personal Assistant, Sally Pierce.

As a participant in this meeting, you will need to ensure the student addresses all elements of this demonstration task listed in the **Observation Checklist** in **Appendix A**. This may include you prompting the student, to ask specific questions or provide information relating to the students' Task 1 submission of this assessment- (**BSBMKG433_03_Action and Monitoring Plan_Template.**)

Questions that you can ask may include:

- How will you be splitting the media budget?

- What will be the expected results?
- What potential issues may arise with the campaign?

The student role playing Tina Hughes would also be including Sally Pierce as an allocated staff member for a task to find external sources for the marketing activity. After hearing the student provide an overview of the marketing activities, you will be seeking some assistance and guidance in order to commence your task.

For the student role playing Tina Hughes to address the final element of the **Observation Checklist**, you **must** ask the following question:

- Tina, could you please provide me with two [2] sources I could use to help me secure web designers for my task?

To prepare for this meeting, you are required to review the students' Task 1 submission of this assessment [**BSBMKG433_03_Action and Monitoring Plan_Template**] prior to the commencement of the meeting being role-played.

Please note: The student that is being assessed will be recording this meeting and submitting the recording for Task 2 of this assessment.

Assessor instructions:

Purpose of the Task

The student must demonstrate that they can:

- Provide an overview to all content outlined in their Action and Monitoring Plan.
- Recognise and take responsibility for addressing predictable and some less predictable problems in familiar work contexts
- Participate in a variety of spoken exchanges using suitable language and non-verbal features.

Guidance to Assessors About this Task

This role play must be completed in a space simulating a meeting room within a workplace.

In this role play the student is to meet with Sally Pierce (role to be played by a Peer/Student) to discuss the plan prepared in **Task 1**.

Further expansion of points in the checklist can be found below:

2.1 The student must provide an overview of their Task 1 submission.

This must include:

- *Describing action steps planned*
- *The budget*
- *The creative work*
- *Staff members allocated to the task*
- *How the task will be monitored*
- *How they will provide support.*

2.2 The student must identify:

- the top Google ads campaign with expected results (clicks), and
- two [2] potential issues that may arise from the campaign.

This must include:

- *the top Google campaign type and expected results*
- *search campaign with a budget of \$50.00 a day, there will be 389 clicks at an average CPC of \$0.13*
- *Two [2] potential issue that may arise from the campaign*
- *the cost per click is extremely high and may not provide many leads.*

- *display ads may generate many clicks but not necessarily leads*

2.3 The student assisted Sally Pierce in managing her task by:

- providing two (2) sources of information to guide Sally towards seeking web designers for the marketing activity.

The student responses need to provide information to Sally from any source that includes access or contact with web designers that can be acquired for the marketing activity.

This may include:

- <https://www.fiverr.com/>
- <https://www.freelancer.com.au/>

2.4 The student participated in verbal exchanges using clear language and appropriate non-verbal features to provide and seek information.

This may include:

- *Using business-appropriate language and terminology throughout.*
- *Using body language such as smiling and nodding to encourage participation and contribution.*
- *Using active listening techniques, paraphrasing, and using open and follow-up questions to encourage discussion.*

Reassessment Arrangements

Where students do not correctly or adequately demonstrate the skills and knowledge required of this task, they will need to be given feedback. Depending on the level of their performance and the types of areas in which they did not show competence, you may:

- let them redo the task immediately after the consideration of feedback.
- request that they undertake further learning and redo the task at a later date – in this case provide the student with a new date for the role play to be undertaken.

Discuss timeframes for reassessment with the student when you tell them about the outcome for this role play.

Task 3: Monitor the implementation of the task

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

Email	
To:	Tina Hughes (tina.hughes@cbsa.com.au)
From:	Sally Pierce (sally.pierce@cbsa.com.au)
Date/time:	Friday 9:45am
Subject:	Uncontactable- web designers
<p>Good morning Tina,</p> <p>Thank you for providing details to help me find and secure web designers for the marketing activity. I have reached out via email to request a team to assist in this project, however, it has now been a week and I haven't received a response. I am starting to worry we won't have a team on time to meet the deadlines and I am nervous that perhaps I said something wrong in the email that prompted them not to respond. Could you please advise me what my next steps should be? Thank you in advance.</p>	

Kind Regards,
Sally Pierce

Personal Assistant
300 Fictional Way, Sydney, NSW 2000
Phone: 1800 111 222
www.cbsa.com.au



For this task, you will need to respond to Sally's email in order for you to monitor how she has implemented the task of sourcing web designers.

Please note: Your Assessor will assume the role of Sally Pierce and will provide you with an email response combined with your assessment feedback once you have submitted your completed assessment for grading. You will need the email response within the following assessment (**BSBMKG433_04_Case study**)

3.1 Using the following email template, write a short email response to Sally [50-100 words].

In your email response, you must:

- request that Sally Pierce forward the email of the initial contact she sent so that you can observe what communications have occurred and help resolve any unpredictable errors that you may find.

Complete the following template with your written-up email and submit this document.

Email	
To:	
From:	
Date/time:	XXX
Subject:	
<i>[Insert your position title here]</i>	
300 Fictional Way, Sydney, NSW 2000	
Phone: 1800 111 222	
www.cbsa.com.au	



Assessor instructions:

Purpose of the Task

The student must demonstrate that they can:

- Respond professionally to an email to help monitor the implementation of a task

Guidance to Assessor About this Task

Students must complete the email template provided. Refer assessor exemplar answer.

3.1 Students' answers may vary. However, the responses must:

- include a request to view a forwarded email of the initial communication sent from Sally to seek out web designers. See the exemplar below:

Email	
To:	<i>Sally Pierce (sally.pierce@cbsa.com.au)</i>
From:	<i>Tina Hughes (tina.hughes@cbsa.com.au)</i>
Date/time:	XXX
Subject:	<i>RE: Uncontactable- web designers</i>
<p><i>Good morning, Sally,</i></p> <p><i>Thank you kindly for keeping me informed of this status. In order to further assist you with this unexpected issue and stay on track with deadlines for this project, I would like to see the initial communications you emailed. Would you kindly forward me the email so that I can review it?</i></p> <p><i>In the meantime, don't be nervous about what you have written, I am sure you have communicated your request for a web design team appropriately. I am happy to have a look at it for you and get back to you shortly.</i></p> <p><i>Kind Regards,</i></p> <p><i>Tina Hughes</i></p>	
<p><i>Sales and Marketing Manager</i></p> <p>300 Fictional Way, Sydney, NSW 2000</p> <p>Phone: 1800 111 222</p> <p>www.cbsa.com.au</p>	



Please note: Assessor will assume the role of Sally Pierce and will provide the student with an email response combined with the assessment feedback once the student has submitted their completed assessment for grading.

The Assessor must:

- assume the role of Sally Pierce
- provide the student with a forwarded email of the initial communications Sally had sent requesting assistance from a team of web designers
- ensure the email is addressed **incorrectly** to the web designer recipients. This is an unpredictable problem the student will need to identify and provide a solution for in the following assessment. **[BSBMKG433_04_Case study]**
- Use the following email template to complete and provide it to the student with their assessment feedback.

Please note: An incorrect email address must be placed into the template so that the student can complete their task in the following assessment.

The student will need this response in order to complete the following assessment.

Email	
To:	Tina Hughes (tina.hughes@cbsa.com.au)
From:	Sally Pierce (sally.pierce@cbsa.com.au)
Date/time:	Monday, 11:00am
Subject:	FWD: Requesting Web designers
<i>(Include/create an incorrect recipient's email address here) For example, mark@fiverr.com</i>	
<p>Good afternoon, My name is Sally Pierce and work as a Personal Assistant at Complete Business Solutions Australia [CBSA]. We are wanting to implement a Google ads marketing campaign and are seeking a team of web designers that would be available for a six-month period. If this is something you are able to assist us with, please advise at your nearest convenience so we can get together and organise the details. I am looking forward to your response. Sally Pierce</p>	
<p>Personal Assistant 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p> 	

Reassessment Arrangements

If the student submits incomplete documentation or documents that do not have the correct information, they will need to be given feedback about their work and an appropriate time in which to resubmit. Students should only redo parts of the documentation that are incorrect.

Discuss timeframes for resubmission with the student when you tell them about the outcome for this task.

Assessment checklist:

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

Task 1		
Did the student:		
1.1	<input type="checkbox"/> describe at least four actions to be taken to undertake and coordinate the google ads marketing activity?	<input type="checkbox"/>

	<input type="checkbox"/> allocate a due date? <input type="checkbox"/> allocate an appropriate budget? <input type="checkbox"/> suitable grammatical structure and clear logical language are used in the plan?	
1.2	<input type="checkbox"/> assign suitable CBSA personnel to manage marketing activities? <input type="checkbox"/> document how they will monitor the staff member to ensure the actions are on time? <input type="checkbox"/> document how they will assist the allocated staff member to implement their task?	<input type="checkbox"/>
1.3	<input type="checkbox"/> write an email to Gavin Stead? This must include: <ul style="list-style-type: none"> <input type="checkbox"/> Advise that the report is attached <input type="checkbox"/> Requesting approval to access resources and budget. 	<input type="checkbox"/>

Task 2

Did the student:

2.1	<input type="checkbox"/> provide an overview of their submission of Task 1 in this assessment? This must include: <ul style="list-style-type: none"> <input type="checkbox"/> Describing action steps planned <input type="checkbox"/> The due date <input type="checkbox"/> The budget <input type="checkbox"/> Staff members allocated to the task <input type="checkbox"/> How the task will be monitored to run on time <input type="checkbox"/> How they will provide support to allocated staff members when implementing their task 	<input type="checkbox"/>
2.2	identify: <ul style="list-style-type: none"> <input type="checkbox"/> the top Google campaign type with expected results (clicks)? <input type="checkbox"/> two (2) potential issues that may arise with the Google ads campaign? 	<input type="checkbox"/>
2.3	assist Sally Pierce in managing her task by: <ul style="list-style-type: none"> <input type="checkbox"/> providing two (2) sources of information to guide Sally towards seeking web designers for the marketing activity? 	<input type="checkbox"/>
2.4	participate in verbal exchanges using clear language and appropriate non-verbal features to provide and seek information? This may include: <ul style="list-style-type: none"> <input type="checkbox"/> Using business-appropriate language and terminology throughout. <input type="checkbox"/> Using body language such as smiling and nodding to encourage participation and contribution. <input type="checkbox"/> Using active listening techniques, paraphrasing, and using open and follow-up questions to encourage discussion. 	

Task 3

Did the student:

3.1	<input type="checkbox"/> write a response email to Sally Pierce? This must include: <ul style="list-style-type: none"> <input type="checkbox"/> Requesting for Sally's initial email communication to be forwarded to you 	<input type="checkbox"/>
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Congratulations you have reached the end of Assessment 3!

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