

	<b>RPL Assessment Sheet</b>	
	KSA Campus:	Date:
	Student Name:	

<b>Unit Code</b> BSBSMB403	<b>Unit Name</b> Market the Small Business
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Mandatory Unit Requirements	Evidence Collected				
	<i>Certificate State of Attainment</i>	<i>Third Party Referral (letter from employer etc)</i>	<i>Portfolio of evidence</i>	<i>Practical Assessment</i>	<i>Evidence Accepted</i>
<b>Elements and Performance Criteria</b>					
<b>1. Develop marketing strategies</b> 1.1 Analyse the business and its key products or services to determine focus of marketing activities, in accordance with objectives of the business plan 1.2 Evaluate customer base and target market for the small business as a basis for marketing objectives and strategies 1.3 Determine marketing objectives and strategies are ethically and culturally appropriate, in consultation with relevant people and in accordance with the business plan					
<b>2. Determine a marketing mix for the business</b> 2.1 Balance product mix, volumes and pricing to optimise sales and profit 2.2 Evaluate costs and benefits of using different distribution channels and/or providing different levels of customer service, and consider results in determining marketing mix 2.3 Determine promotional activities to suit target market 2.4 Consider customer needs and preferences in determining marketing mix 2.5 Determine marketing mix according to market and business needs					

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<b>3. Implement marketing strategies</b> 3.1 Brief those involved in the marketing effort on their roles and responsibilities, to ensure success of marketing strategies 3.2 Plan and implement promotional activities, in accordance with marketing objectives and budgetary requirements					
<b>4. Monitor and improve marketing performance</b> 4.1 Monitor marketing activities and evaluate business performance according to objectives and targets of the business plan 4.2 Analyse performance gaps and take corrective action or set new targets 4.3 Encourage all relevant people to propose ways to improve marketing performance 4.4 Seek and analyse customer reaction to all aspects of the marketing mix, using culturally appropriate processes, to improve targeting and outcomes 4.5 Conduct ongoing research of customer requirements to identify opportunities for change and improvement 4.6 Monitor and investigate market changes for new opportunities to aid business development					
<b>Performance evidence</b>					
Determine objectives of the business plan, including marketing activity focus					
Evaluate customer base					
Understand what is ethically and culturally appropriate					

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Determine a marketing mix according to market and business needs, including: <ul style="list-style-type: none"> <li>- ability to optimise sales and profit</li> <li>- ability to evaluate costs and benefits</li> <li>- determine customer needs and promotional activities</li> </ul>					
Determine marketing strategies, including briefing appropriate personnel on their responsibilities					
Monitor and evaluate activities and performance, and correct performance gaps					
Consult and communicate effectively with relevant people					
Research and monitor ongoing changes and improvements.					
<b>Knowledge Evidence</b>					
Discuss industry market trends					
Identify performance evaluation methods					
Explain methods of analysing costs and benefits of marketing strategies					
Summarise methods of developing marketing objectives and marketing mix					
Outline methods of monitoring customer satisfaction					
Identify relevant market analysis and research					
Provide a detailed explanation of relevant marketing concepts and methods.					

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	<b>RPL Outcome:</b>				
<b>Student signature:</b> <b>Date:</b>	Assessor Name:			Upgrade required Y/N	
	Assessor Signature:			Competent / NYC	
				Date:	