



**ASSESSOR GUIDE**

**BSBMKG442**

# Conduct e-marketing communications

## Assessment 1 of 4

### Short Answer Questions



## Assessment Instructions

### Task overview

This assessment task requires you to answer six [6] short answer questions. Read each question carefully before typing your response in the space provided.



## 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

Explain the following key legal and ethical considerations relevant to social media use.

### Assessor Instructions:

The students' response must correspond to the exemplar answers provided below, demonstrating knowledge of relevant legislation, codes of practice and national standards relating to the use of social media.

Legal and ethical considerations	Description of each
Australian consumer law [50-100 words]	<i>The laws which prohibit businesses from making false, misleading, or deceptive claims about their products or services apply to social media in the same way they apply to any other marketing channel. Don't make statements on your Facebook page or on other social media that you wouldn't make in any other type of advertising.</i>
Copyright and Social Media [100-150 words]	<i>Australia's copyright laws, enshrined in the Copyright Act 1968 (Cth) (the Act), are designed to protect original, tangible material. For example, you can protect things like artistic or literary work, articles, photographs, maps, broadcasts, and other multimedia pieces.</i>  <i>If a social media platform has a share function, its terms and conditions will usually allow users to share images without infringing on a copyright. However, if you are uploading or publishing an image owned by someone else, you will need to obtain their permission and attribute the work to them.</i>  <i>Do not use your organisation's, client's or a third party's logos, trademarks or materials on your website/blog or in a post unless it has been cleared for public use or otherwise approved by your organisation's relevant manager.</i>
Privacy act [50-100 words]	<i>Privacy Principles govern the collection, handling, use and disclosure of personal information.</i>  <i>For example, IPP 1.3 requires organisations to take reasonable steps to notify an individual when their personal information has been collected. Generally, this would mean a collection notice before or at the time of collection. However, within the context of social media, it may be appropriate to include an abridged version of a collection notice within the 'About me' or 'Bio' section of a social media profile, with further information</i>

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	<p><i>available on organisations' websites or in privacy policies.</i></p>
<p>Social media codes of practice [150-200 words]</p>	<p><i>Be transparent</i></p> <p><i>As for personal use, if you are commenting or posting in a commercial capacity about brands or campaigns you work on, always be open and transparent about who you work for, who you represent or who you may be speaking on behalf of.</i></p> <p><i>Be accurate</i></p> <p><i>Posts should be accurate and fact-checked and capable of substantiation. If you do make a mistake, ensure you correct it promptly.</i></p> <p><i>Be professional</i></p> <p><i>Always act in a professional and constructive manner and use sound judgement before posting. Always be polite and respectful of individuals' opinions, especially when discussions become heated.</i></p> <p><i>Be fair and respectful</i></p> <p><i>Always be respectful of all individuals and communities you interact within social media. Consider carefully how customers might perceive you as the representative/ambassador of your brand.</i></p> <p><i>Be responsible</i></p> <p><i>Always abide by the terms of use of the social media platform with which you interact and seek to adhere to the cultural and behavioural norms on the particular platform.</i></p> <p><i>Be smart</i></p> <p><i>Respect other people's intellectual property, including trademarked names and slogans and copyrighted material.</i></p> <p><i>Be aware of confidentiality</i></p> <p><i>Only reference information that is publicly available. Do not disclose any confidential or proprietary information to your organisation, its</i></p>

	<i>clients, or any third party that has confidentially disclosed information to you.</i>
Data and personal security (100-150 words)	<p><i>Data and personal security are two of the most important legal and ethical considerations related to social media.</i></p> <ul style="list-style-type: none"> <li><i>• Data security is the process of protecting sensitive information from unauthorised access. It includes the different cyber security practices you use to secure your data from misuse, like encryption and access restrictions.</i></li> <li><i>• Personal security: People use multiple social accounts for various purposes. Nevertheless, if your password is weak, your account's security gets compromised. Also, if you use the same password for different accounts, all your accounts can get hacked by hackers. Make sure to use a unique and strong password for every social account. Your password must include numbers, words, upper and lowercase letters, and special characters.</i></li> </ul>

## Question 2

Briefly discuss how knowledge of industry products and services can improve work performance. (70-80 words)

### Assessor Instructions:

The student's response must correspond to the exemplar answer provided below, demonstrating an understanding of the importance of industry products and services knowledge. The student's response must include the improvement in their performance that subsequently can benefit the business.

*The benefit of product and service knowledge to employees is an important skill for employees across all industries, especially for those dealing with customers on a day-to-day basis.*

*It is an important component of delivering high-quality customer service, as having more knowledge allows employees to meet customer needs to a greater extent.*

*It also contributes to an employee's understanding of the market and your competition – knowing your product's important features means employees can better explain how it differs from competitors.*

## Question 3

Explain the role of intellectual property rights on marketing strategy. (150-200 words.)

### Assessor Instructions:

The student's response must correspond to the exemplar answer provided below, demonstrating an understanding of the role of intellectual property rights in marketing strategies. The student's response must

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include the understanding of the protection of assets in a marketing campaign and legal limitations. The exemplar answer below is found within the learning content.

*Intellectual property rights play a crucial role in the marketing strategy of all kinds of an increasing number of companies, and it involves a set of processes, creations and communications offerings which have value for the clients, customers or society in general. Marketing necessarily generates intangible assets that may be protected by intellectual property rights. In fact, this is the first significant aspect of the influence of intellectual property rights on marketing strategies: the protection of intangible assets in a marketing campaign.*

*Notwithstanding the above, enthusiastically drawing the attention of clients or customers and attempting to outdo the competition, marketing campaigns sometimes exceed legal limitations, especially concerning the respect of intellectual property rights duly protected by law. In this sense, the compliance of marketing strategies to what is allowed by law is also a crucial aspect where marketing and intellectual property must go hand in hand. An unlawful campaign can conceivably affect the communication strategy itself and has strong legal consequences.*

**Question 4**

- a) Describe the responsibilities for the following three (3) roles known in the marketing and communication industry. [10-20 words for each]

**Assessor Instructions:**

The student's response must correspond to the exemplar answer provided below, demonstrating an understanding of the responsibilities of each role in the marketing and communication industry. The exemplar answers below are found within the learning content.

Roles	Responsibilities of the role [10-20 words for each]
Social media manager	<i>Responsible for creating and implementing social media campaigns across all relevant platforms.</i>
Market research analyst	<i>Responsible for collecting and interpreting data to analyse the success of campaigns.</i>
Marketing specialist	<i>Responsible for creating advertising campaigns, pricing strategies and targeting the demographic data of their target audience.</i>

- b) Briefly describe the following types of organisation's structures in marketing:

**Assessor Instructions:**

The student's response must correspond to the exemplar answer provided below, demonstrating an understanding of each marketing structure. The exemplar answers below are found within the learning content.

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Marketing Structure	Description
Functional structure [40-50 words]	<i>Functional structures organise employees into groups based on their job positions and skillsets. A specialised team or function group is an assortment of employees with similar job aspects. Team leaders may manage function groups and report to senior executives when necessary.</i>
Product-based structure [50-60 words]	<i>A product-based structure is mostly ideal for a business selling multiple products or services. This structure separates employees into groups or divisions that focus on each individual product line. Each division can have employees from every specialised function, whereas a functional structure has employees divided into separate groups that focus on one specialised function.</i>
Matrix structure [40-50 words]	<i>A matrix structure is a combination of a product-based structure and a functional structure. This is best for arranging employee departments or teams based on their job roles and the products they are working with because each department handles one specific product.</i>
Network structure [30-40 words]	<i>A business that intends to work with another, separate business to share resources may use a network structure, which is helpful for organisations that want to maintain control and expedite their internal operations.</i>

### Question 5

a) Briefly describe the following principles of marketing.

#### Assessor Instructions:

The student's response must correspond to the exemplar answer provided below. The student response must identify the influence each principle has on marketing. The exemplar answers below are found within the learning content.

Product [80-90 words]	<i>Product refers to goods or services that a company offers consumers or a 'bundle of attributes. It is the primary element of the marketing mix strategy and focuses on meeting the consumers' demands and needs by matching them with the product's attributes. The following table demonstrates attributes that may come with specific products. Fundamentally, it allows you to address the questions key to sales conversion: what problem or issue does the product solve for customers? Why is your product the best one to solve it?</i>
Price [130-140 words]	<i>The strategy behind the pricing of your product needs to be based on what your customers are prepared to pay, costs such as retail mark-up and manufacturing, as well as other considerations.</i>

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	<p><i>Basically, the price of a product or service is the monetary value that customers are expected to exchange for it. Marketers must link the pricing to the product's perceived worth, supplier costs, seasonal reductions, and rival prices. Business executives may boost the price to give the goods the illusion of being a luxury items. Alternatively, they may reduce the price to encourage more people to try the product.</i></p> <p><i>Marketers must also decide when and whether discounting is necessary. A discount may attract more customers, but it may also give the impression that the product is not unique or luxurious when it is priced lower.</i></p>
<p>Promotion [100-110 words]</p>	<p><i>Successful marketing strategies include all the promotional activities across the marketing mix, including advertising, direct marketing, and in-store promotional activities.</i></p> <p><i>The possibilities of digital promotion are limited only by your imagination and can include online events, chats, social media groups, and live streams.</i></p> <p><i>Promotion is the most important component of the marketing mix. When a business wants to advertise its product, it uses a communication approach called promotion. A business's strategy to promote its product can be communicated utilising distribution channel-specific methods. They may use communication tactics to express their potential message about the product's attributes to their customers at other times.</i></p>
<p>Place [150-160 words]</p>	<p><i>Place, refers to Where and how your product is displayed and sold. When a company chooses a location, it attempts to identify where it should sell a product and distribute it to the market. Finding the location or place, should be directly informed by your customers.</i></p> <p><i>A deep understanding of their purchasing patterns – and targeting them at the right stage in their buying cycle – will make it clear where you should promote and sell your products and how those fits into your online and real-world marketing mix.</i></p> <p><i>The ultimate goal of business owners is to get their products in front of the people who are most likely to buy them. This can refer to putting a product in certain stores and putting a product on a specific store's display. Product placement can refer to the act of placing a product in television broadcasts, films, or web pages to draw attention to it.</i></p>
<p>People [140-150 words]</p>	<p><i>People, refers to the impact of service employees on customers, as well as the impact of customers interacting with each other. The interaction with a service employee has a huge impact on the overall service experience (we are all quick to remember a rude staff member at a restaurant or a hairdresser who gave us the wrong haircut).</i></p> <p><i>Excellent customer service not only converts to sales but can increase your customer base by referrals. Acquiring these referrals from people who love your brand can also be a great example of how your marketing efforts can support your sales process.</i></p> <p><i>Employee selection, training, and management are, therefore, important elements when delivering service value. An additional element of 'people' includes the presence of other customers – a loud or disruptive table can ruin the ambience of a quiet restaurant, or the overcrowding of a store can cause service delays and impatience.</i></p>



<p>Process [50-60 words]</p>	<p><i>Process refers to the behind-the-scenes elements that support service delivery [booking systems and quality control procedures]. When they work well, they often go unnoticed by consumers, but when they do not... ever arrived at an airport, hotel, restaurant etc. and there's no record of your booking? Poor processes can lead to disappointment, disruptions, and even losing customers all together.</i></p>
<p>Physical Evidence [80-90 words]</p>	<p><i>Your marketing mix must take into consideration all the things your customer sees, hears – sometimes even smells – in relation to your product.</i></p> <p><i>Physical evidence [tangible cues] refers to efforts to 'materialise' the intangible.</i></p> <p><i>As services are often hard to visualise or assess before they are consumed, marketers put considerable effort into providing tangible cues that send a message to consumers about the service quality they can expect.</i></p> <p><i>Servicescape [the physical surroundings of service], for example, has been found to have a considerable impact on consumer perceptions, evaluations, and behaviours.</i></p>

b) Briefly describe the following principles of advertising.

**Assessor Instructions:**

The student's response must correspond to the exemplar answer provided below. The student response must identify the influence each principle has on advertising. The exemplar answers below are found within the learning content.

<p>Relevant Message [20-30 words]</p>	<p><i>Advertising must satisfy consumers' objectives by delivering them a relevant message. Unnecessary communications, misrepresentation of facts and deceptive statements must be avoided. It should present information with facts.</i></p>
<p>Incentive [20-30 words]</p>	<p><i>The advertisement must offer enough incentive for the consumer to risk change because it can show the consumer how to satisfy needs in a manageable way.</i></p>
<p>Strategy [20-30 words]</p>	<p><i>Every effective advertisement has a sound strategy. The advertiser must develop the advertisement to meet specific objectives. It must consider the audience's most important concerns.</i></p>
<p>Creative thinking [20-30 words]</p>	<p><i>The creative concept is the advertisements' central idea that grabs your attention and sticks in your memory. A concern for creative thinking drives the entire field of advertising.</i></p>
<p>Proper Execution [30-40 words]</p>	<p><i>Effective advertisements are well executed. It means that the message details, photography, setting, printing, and production values all must be fine-tuned.</i></p>

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	<i>Good advertisers know that how you say something is just as important as what you say.</i>
Persuasion [5-15 words]	<i>To be effective, advertising must communicate and persuade.</i>
Based on Reasoning [20-30 words]	<i>Effective advertising provokes thought on the part of the viewer that stimulates interests, evaluation, judgement, and decision-making inside the consumer's mind.</i>
Visual consistency [30-40 words]	<i>It can be noted that much advertising is quickly forgotten if not continuously exposed. Repeated exposure to a brand, service, product and display will establish visual consistency and connection among audiences.</i>
Campaign duration [110-120 words]	<i>The duration of a campaign should be established early on in the development process. As previously indicated, displaying the same ad over a set amount of time will solidify the message in long-term memory. However, deciding how long to broadcast the advertisement is equally important. If you run it over an extended period, your target may become bored and lose interest. On the other side, changing the ad too frequently may interfere with the viewer's ability to retain the information. Constant taglines go hand in hand with a consistent look. Even if the ad changes, repeating the same slogan and image might assist buyers to connect their current understanding of your company.</i>
Consistent positioning [80-90 words]	<i>Think about how you'll position your product versus the competition when you're first designing it. Throughout the product's life cycle and in every advertising, this positioning strategy should be obvious. As a result, your adverts should represent your preference for quality over price and ease. Inconsistent placement is one of the most challenging challenges to address. Viewers will have a hard time remembering the brand for something specific due to the inconsistencies. Most importantly, a consistent positioning strategy reduces messaging ambiguity.</i>
Simplicity [90-100 words]	<i>This should be a key component of any marketing message. To begin with, a simple commercial is far easier to understand than a confusing one. If you're producing a print ad, keep it simple with a short slogan and restricted copy. It will be much easier to read and remember than a lengthy advertisement. Also, resist the need to educate everything there is to know about your product to your viewers. Use the advertising to point people to other places to learn more about your goods, such as your website.</i>
Choose a selling point [50-60 words]	<i>One of the most important aspects of advertising is the selling point. The audience must immediately recognise themes. Attempting to convey diverse selling points to viewers by giving too many concepts at once may be confusing. As a result, concentrate your campaign on a single theme that you believe would effectively communicate the product's benefits to your buyers.</i>
Create a smooth flow [70-90 words]	<i>Every commercial should direct the audience to do a specific action or come to a specific conclusion. In print ads, the viewer's attention should be brought to the ad's core message. Similarly, television flow should be designed so that your major point is the last thing viewers remember. Similarly, social media ads and e-mail newsletters</i>

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should direct visitors to your website so they can learn more and make a purchase choice.

### Question 6

Briefly describe the following five [5] software applications used in e-marketing for products and services.

#### Assessor Instructions:

The student's response must correspond to the exemplar answer provided below. The student response must demonstrate their understanding of how each platform manages varying forms of e-communications. The exemplar answers below are found within the learning content.

Software application	Brief description
<a href="#">Mailchimp</a> [40-50 words]	<i>A marketing automation platform and email marketing service. It can analyse data from billions of emails sent and provide you with personalised recommendations for improving the content, targeting, and automations. It also helps to manage multiple media communications such as websites, landing pages, digital ads and social media.</i>
<a href="#">HubSpot</a> [40-50 words]	<i>A powerful inbound marketing tool that provides a more personalised and effective alternative to traditional marketing and advertising techniques that can annoy customers. People adore and respond to various marketing apps, including tools for blogging, social media, lead management, and even marketing analytics.</i>
<a href="#">Marketo</a> [40-50 words]	<i>One of the most well-known marketing automation firms, making it simple to develop and manage marketing and advertising initiatives. Marketo has all of the tools that marketers require, including inbound marketing automation, lead management, social media marketing, sales management dashboards, and analytics.</i>
<a href="#">Semrush</a> [20-30 words]	<i>An all-in-one marketing toolkit for digital marketing professionals. It can provide the services for SEO, Paid Traffic, Social-Media, Content &amp; PR, and Market Research.</i>
<a href="#">Whatagraph</a> [30-40 words]	<i>A powerful reporting tool that aggregates and visualises data from multiple sources. The tool can automatically pull data from the biggest social media platforms and Google Analytics, Google Ads and other Google products.</i>

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**Assessment checklist:**

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

1	Six [6] 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 1!**

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