



**ASSESSOR GUIDE**

**BSBMKG422**

# Conduct e-marketing communications

Assessment 3 of 4

Presentation



## Assessment Instructions

### Assessment overview

This assessment consists of two [2] tasks.

- **Task 1: Use the E-marketing platform**

In this task, you must use an e-marketing platform to develop two [2] electronic advertisements and confirm it meets the task requirements. You will be completing a checklist to ensure you have completed all tasks as required.

- **Task 2: Present e-marketing advertisements**

In this task, you will present the e-marketing advertisements on the e-marketing platform to Brett, the owner of Eden, and Claudia Taie, the Digital and Growth Marketing Manager prior to finalising the e-marketing communications.

### Additional resources and supporting documents

To complete this assessment, you will need:

- ***BSBMKG422\_02\_Eden\_E-Marketing\_Plan***
- Your previously completed ***BSBMKG422\_02\_Plans\_for\_E-marketing***
- ***BSBMKG422\_02\_Digital\_Media\_Policy\_and\_Procedure***
- ***BSBMKG422\_03\_E-advertising\_Creative\_Brief***
- ***BSBMKG422\_03\_E-advertisement\_Checklist***



## 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- Use the E-marketing platform

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

### Scenario

Digital Marketing Solutions (DMS) is a company that focuses on assisting businesses in e-marketing advertising across multiple e-marketing media.

Alexander Burns is a Digital Marketing Specialist, reporting directly to Claudia Taie, the Digital and Growth Marketing Manager. Alexander's role is to support DMS' marketing objectives by implementing key digital marketing activities across several media communications. Often, Alexander will need to work closely with management and external stakeholders to achieve e-marketing advertising objectives for DMS customers.

Recently, Eden, a start-up business, approached DMS to help with its e-marketing advertising. Eden is a Beauty Salon that specialises in relaxing, customised beauty services. Eden has been successful in growing its business solely by word of mouth. However, they have recently noticed that most of their clientele mainly book in for their hair removal services.

Eden highly prides itself on their skin treatments and skin products to see real results. It also relies on the sale of these products to increase profits. Unfortunately, skin care treatments are rarely booked in, and products are expiring on shelves, so Eden has decided that some efforts in marketing advertising will draw attention to the range of facials they offer as well as the skincare kits that help maintain the health of clients' skin in between treatments.

Brett Mundine, the owner of Eden, attempted to run his own social media page, email existing customers, run an SME campaign to help land people on their webpage and hand out pamphlets at a nearby train station for those commuting to work in the morning. Brett did this on his own accord to try and promote Eden's facial treatments and products, however, there were zero bites on his attempt. This is why he has decided to approach DMS for some expert help.

Claudia has been in contact with Brett and has developed the e-marketing plan and strategy. Claudia has assigned Alexander as the Digital Marketing Specialist to work on this project for Eden and has requested the plans for the e-marketing to be developed before implementing them. Alexander has since emailed through the plans to Claudia and has requested approval to go ahead and commence the implementation of two e-marketing media communications.

Claudia will email Alexander to provide further instructions prior to commencing tasks for the communications on e-marketing advertising.

### Email

To:	Alexander.burns@dms.com.au
From:	Claudia.taie@dms.com.au
Date:	Wednesday 14 <sup>th</sup> September
Subject:	Commence E-marketing campaign
Dear Alexander,	
Thank you for providing me with your completed plans on how you will approach the e-marketing communications for Eden.	
I am happy with what you planned. Please continue on this task and start a draft for the two [2] selected	

media communications using the e-marketing platform you have identified in your previously completed plans.

To help you complete this task, please be sure you have access to the following documents.

- **BSBMKG422\_02\_Eden\_E-Marketing\_Plan** [attached]
- **BSBMKG422\_02\_Digital\_Media\_Policy\_and\_Procedure** [attached]
- Your previously completed **BSBMKG422\_02\_Plans\_for\_E-marketing**

Additionally, the following document will help you when creating your two [2] selected e-media communications.

- **BSBMKG422\_03\_E-advertising\_Creative\_Brief** [attached]

Use this document to help build your design templates for the media used. Remember, that this is being built using the e-marketing platform you selected in your previously completed plan. Be sure to apply your own creativity, logic and reasoning when designing the templates with the functionality of the e-marketing platform. [Layout, borders, dividers etc.]

After reading the above, complete the following document to confirm you have met the task requirements for the e-marketing communications for Eden. Email the checklist back to me in exactly one week's time as I want to see this before you present them to myself and Brett.

- **BSBMKG422\_03\_E-advertisement\_Checklist** [attached]

Your e-advertising checklist must:

- have all items performed using the e-marketing platform
- meet Eden's objectives

Kind Regards,

Claudia Taie

**Digital and Growth Marketing Manager**

5 Cope St Melbourne, VIC 3000

Phone: 1234 5678



For this task, you will assume the role of Alexander Burns and follow the instructions given to you by Claudia Taie.

Use the e-marketing platform that you have selected in your previously completed plan, to develop two [2] electronic advertisements and confirm it meets the task requirements.

To do this, access the attached documents of Claudia's email and your previously completed **BSBMKG422\_02\_Plans\_for\_E-marketing**. This task will require you to gain insight into the objectives, brief and workplace requirements, with the help of the documents supplied in the email. Then apply your own creativity, logic and reasoning when designing the templates with the functionality of the e-marketing platform. [Layout, borders, dividers etc.]

Complete the **BSBMKG422\_03\_E-advertisement\_Checklist** addressing the sections outlined below.

This must be done using the e-marketing platform and in accordance with the e-marketing objectives.

Your checklist must include the following:

- 1.1 List the two [2] e-marketing media communications you are using in the e-marketing platform

SUT:

BSBMKG442 Conduct e-marketing communications

- 1.2 Complete each task of the checklist for each e-marketing media. Tick off the task in the checklist once the task is performed within the e-marketing platform. **All** tasks must be completed
- 1.3 List the tools that were used to implement each task and state what was adjusted in the content, style and settings section. For example, **Tool used:** Image, **Content:** business logo, **Style:** Border: Inset Settings: Align: left, **Margins:** Edge to edge

In addition to the completion of the **BSBMKG422\_03\_E-advertisement\_Checklist**, complete the final point below before submitting this task.


- 1.4 Using the following email template, write a short email to Claudia (50-60 words). Advise in the email that the **BSBMKG422\_03\_E-advertisement\_Checklist** is completed and attached. Be sure to use correct spelling, language, and terminology.

For task submission, complete the following template with your email response and submit:

- this assessment document. **(BSBMKG422\_03\_Presentation)**
- the completed **BSBMKG422\_03\_E-advertisement\_Checklist**.

**Please note:** Save the **BSBMKG422\_03\_E-advertisement\_Checklist** under the following naming conventions before submitting.

- **yy\_mm\_dd\_yourname\_BSBMKG422\_03\_E-advertisement\_Checklist**

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 subject)</i>	
<b>(Insert job role)</b> 5 Cope St Melbourne, VIC 3000 Phone: 1234 5678	
	

**Assessor instructions**

**Purpose of the task**

- Use e-marketing platform for electronic advertisement according to e-marketing objectives
- Confirm that e-marketing meets all task specifications
- Identifies the email and landing page selections using Mail chimp and operated key functions, features and tools to develop the e-marketing media communications

- Takes responsibility for the outcomes of routine decisions related directly to own role

**Guidance to assessors about this task**

The student must complete and submit the **BSBMKG422\_03\_E-advertisement\_Checklist** provided to confirm they have operated the e-marketing platform with its functions, features and tools when developing drafted e-marketing communications for Eden. The student must read the scenario, email instructions, and accompanying documentation provided in the email in order to complete the **BSBMKG422\_03\_E-advertisement\_Checklist**.

**Please note:** The student must save their completed template under the following naming convention before submitting it.

- **yy\_mm\_dd\_yourname\_BSBMKG422\_03\_E-advertisement\_Checklist**

All responses must address the following:

- 1.1 List the two [2] e-marketing media communications you are using in the e-marketing platform

**Assessor Instructions**

The student’s response must correspond to the exemplar answers provided below. They may be given in any order.

<b>E-media #1</b>	<i>E-Newsletter</i>
<b>E-media #2</b>	<i>Landing Page</i>

- 1.2 Complete each task of the checklist for each e-marketing media. Tick off the task in the checklist once the task is performed within the e-marketing platform. **All** tasks must be completed

**Assessor Instructions**

The student must tick the checklist once they have completed the task using the e-marketing platform. The checklist will ensure that they are responsibly ensuring all tasks are met in the design of e-media. Evidence of its use will be presented in Task 2 of this assessment.

*Sample answer is shown below 1.3.*

- 1.3 List the tools that were used to implement each task and state what was adjusted in the content, style and settings section. *For example, **Tool used:** Image, **Content:** business logo, **Style:** Border: Inset **Settings:** Align: left, **Margins:** Edge to edge*

**Assessor Instructions**

The student’s response must correspond with the benchmark responses below. The answers may vary depending on how the student chooses to design each element in the checklist, however, the student must provide key functions they used for each of their selected block tools that are made available in the e-marketing platform (Mailchimp). Mailchimp is determined as the preferred e-marketing platform for these media within the DMS Digital Media Policy and Procedure.

Each function in Mailchimp has a selection of features and functions under the headings, **Content, Style and Settings**. The student must demonstrate how they operated key functions, features and tools to develop the e-marketing media communications.

*Sample answer below:*

<b>E-media #1</b>	<i>Landing page</i>
<b>E-media #2</b>	<i>Email/e-newsletter</i>

1.2 Complete each task of the checklist for each e-marketing media. Tick off the task in the checklist once performed. <b>All</b> tasks must be completed		1.3 List the tools that were used to implement each task and state what was adjusted in the content, style and settings section. For example, Tool used: Image, <b>Content:</b> business logo, <b>Style:</b> Border: Inset <b>Settings:</b> Align: left, Margins: Edge to edge
<b>Designs for e-media must include:</b>	<b>E-media #1</b>	
Business Logo	☒	<b>Tools used:</b>
		<i>Image</i>
		<b>Content:</b>
		<i>Image: Business Logo</i>
		<b>Style:</b>
		<i>Border: Double</i>
		<b>Settings:</b>
		<i>Align: centre Margins: edge to edge.</i>
Written title	☒	<b>Tools used:</b>
		<i>Boxed Text</i>
		<b>Content:</b>
		<i>Text: "48-hour Special Offer Book in for any of our 1-hour facials for only \$70 (Save \$40!) Maintain the results and achieve healthy skin with 20% off all skincare products! Enter the below codes at checkout to receive these special offers: Facials - FAC250 Products - SPECIAL20"</i>
		<b>Style:</b>
		<i>Block Styles: Heading 1 Font: Helvetica Size: 14 Align: Left Font colour: Black</i>
		<b>Settings:</b>
		<i>Number of columns: 1 Column</i>
Image #1	☒	<b>Tools used:</b>
		<i>Image</i>

		<table border="1"> <tr><td><b>Content:</b></td></tr> <tr><td><i>Image#1 uploaded</i></td></tr> <tr><td><b>Style:</b></td></tr> <tr><td><i>Border: None</i></td></tr> <tr><td><b>Settings:</b></td></tr> <tr><td><i>Align: centre</i></td></tr> </table>	<b>Content:</b>	<i>Image#1 uploaded</i>	<b>Style:</b>	<i>Border: None</i>	<b>Settings:</b>	<i>Align: centre</i>		
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<i>Image#1 uploaded</i>										
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<i>Border: None</i>										
<b>Settings:</b>										
<i>Align: centre</i>										
Image #2	☒	<table border="1"> <tr><td><b>Tools used:</b></td></tr> <tr><td><i>Image</i></td></tr> <tr><td><b>Content:</b></td></tr> <tr><td><i>Image one: Facial, uploaded</i></td></tr> <tr><td><b>Style:</b></td></tr> <tr><td><i>Border: Solid</i></td></tr> <tr><td><b>Settings:</b></td></tr> <tr><td><i>Layout: Side by side</i></td></tr> </table>	<b>Tools used:</b>	<i>Image</i>	<b>Content:</b>	<i>Image one: Facial, uploaded</i>	<b>Style:</b>	<i>Border: Solid</i>	<b>Settings:</b>	<i>Layout: Side by side</i>
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<b>Content:</b>										
<i>Image one: Facial, uploaded</i>										
<b>Style:</b>										
<i>Border: Solid</i>										
<b>Settings:</b>										
<i>Layout: Side by side</i>										
Text #1	☒	<table border="1"> <tr><td><b>Tools used:</b></td></tr> <tr><td><i>Text</i></td></tr> <tr><td><b>Content:</b></td></tr> <tr><td><i>Text:</i>  <i>“At Eden, we offer a unique skincare range that is made from natural high quality ingredients to help give your skin the love and care it deserves. Designed to visibly restore your skin to optimum health, our natural range of products can help with all skin concerns without causing harm to even the most sensitive skin! Try our skincare today and save %20 off all products!”</i></td></tr> <tr><td><b>Style:</b></td></tr> <tr><td><i>Block Styles: Heading 2 Font: Helvetica Size: 12 Align: Centre Font colour: Black</i></td></tr> </table>	<b>Tools used:</b>	<i>Text</i>	<b>Content:</b>	<i>Text:</i>  <i>“At Eden, we offer a unique skincare range that is made from natural high quality ingredients to help give your skin the love and care it deserves. Designed to visibly restore your skin to optimum health, our natural range of products can help with all skin concerns without causing harm to even the most sensitive skin! Try our skincare today and save %20 off all products!”</i>	<b>Style:</b>	<i>Block Styles: Heading 2 Font: Helvetica Size: 12 Align: Centre Font colour: Black</i>		
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		<p style="text-align: center;"><b>Settings:</b></p> <p><i>Number of columns: 1 Column</i></p>
Text #2	☒	<p style="text-align: center;"><b>Tools used:</b></p> <p><i>Text</i></p> <p style="text-align: center;"><b>Content:</b></p> <p><i>Text:</i>  <i>“Whether you’re after relaxation or optimal skin results, Eden’s 1-hour facials are tailored to suit your needs. Using our unique skincare range, our facials help target your skin concerns.</i>  <i>Our 1-hour facials include skin consultation, cleanse, exfoliants, massage, mask, booster, eyecare, moisturiser, eye cream and customised skin care recommendations.</i>  <i>Book a 1-hour facial today and save with our special offer of \$70!</i>  <i>[Normally valued at \$110]</i>  <i>Walk out feeling radiant, confident and renewed!”</i></p> <p style="text-align: center;"><b>Style:</b></p> <p><i>Block Styles: Heading 2</i>  <i>Font: Helvetica</i>  <i>Size: 12</i>  <i>Align: centre</i>  <i>Font colour: Black</i></p> <p style="text-align: center;"><b>Settings:</b></p> <p><i>Number of columns: 1 Column</i></p>
Button #1	☒	<p style="text-align: center;"><b>Tools used:</b></p> <p><i>Button</i></p> <p style="text-align: center;"><b>Content:</b></p> <p><i>Button Text:</i>  <i>“Book now”</i>  <i>Link to: Web address</i>  <i>URL link: <a href="https://www.edenfacials.com.au/">https://www.edenfacials.com.au/</a></i></p> <p style="text-align: center;"><b>Style:</b></p>

		<i>Border: Groove</i> <i>Background: #2baadf</i> <i>Styles: Bold</i> <i>Spacing: Normal</i> <i>Font: Helvetica</i> <i>Size: 16Px</i>
		<b>Settings:</b>
		<i>Align: Centre</i> <i>Width: Full width</i>
Button #2	☒	<b>Tools used:</b> <i>Button</i>
		<b>Content:</b>
		<i>Button Text:</i> <i>"Shop our range"</i> <i>Link to: Web address</i> <i>URL link:</i> <i><a href="https://www.edenskinicare.com.au/">https://www.edenskinicare.com.au/</a></i>
		<b>Style:</b>
		<i>Border: Groove</i> <i>Background: #2baadf</i> <i>Styles: Bold</i> <i>Spacing: Normal</i> <i>Font: Helvetica</i> <i>Size: 16Px</i>
		<b>Settings:</b>
		<i>Align: Centre</i> <i>Width: Full width</i>

Designs for e-media must include:	E-media #2	Tools used:
Business Logo	☒	<b>Tools used:</b>
		<i>Image</i>
		<b>Content:</b>
		<i>Image: Business Logo</i>
		<b>Style:</b>
		<i>Border: Double</i>
		<b>Settings:</b>
		<i>Align: centre</i> <i>Margins: edge to edge.</i>
Written title		<b>Tools used:</b>

	☒	<p><i>Boxed Text</i></p> <p><b>Content:</b></p> <p><i>Text:</i>  <i>"Take Advantage of our Sale and Give Your Skin the Care It Deserves!"</i></p> <p><b>Style:</b></p> <p><i>Block Styles: Heading 1</i>  <i>Font: Helvetica</i>  <i>Size: 14</i>  <i>Align: Left</i>  <i>Font colour: Black</i></p> <p><b>Settings:</b></p> <p><i>Number of columns: 1 Column</i></p>
Promotional Banner	☒	<p><b>Tools used:</b></p> <p><i>Image</i></p> <p><b>Content:</b></p> <p><i>Promotional Banner image uploaded</i></p> <p><b>Style:</b></p> <p><i>Border: None</i></p> <p><b>Settings:</b></p> <p><i>Align: centre</i></p>
Image #1	☒	<p><b>Tools used:</b></p> <p><i>Image group</i></p> <p><b>Content:</b></p> <p><i>Image one: Facial, uploaded</i></p> <p><b>Style:</b></p> <p><i>Border: Solid</i></p> <p><b>Settings:</b></p> <p><i>Layout: Side by side</i></p>
Image #2	☒	<p><b>Tools used:</b></p> <p><i>Image group</i></p>

		<table border="1"> <tr><td><b>Content:</b></td></tr> <tr><td><i>Image two: Products, uploaded</i></td></tr> <tr><td><b>Style:</b></td></tr> <tr><td><i>Border: Solid</i></td></tr> <tr><td><b>Settings:</b></td></tr> <tr><td><i>Layout: Side by side</i></td></tr> </table>	<b>Content:</b>	<i>Image two: Products, uploaded</i>	<b>Style:</b>	<i>Border: Solid</i>	<b>Settings:</b>	<i>Layout: Side by side</i>		
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		<p><b>Settings:</b></p> <p><i>Number of columns: 1 Column</i></p>
Text #3	☒	<p><b>Tools used:</b></p> <p><i>Text</i></p> <p><b>Content:</b></p> <p><i>Text:</i>  <i>“As one of our valued customers, we would like you to celebrate with us by treating yourself to our magical one-hour facial and our skincare kit to take home and help maintain results between treatments.</i></p> <ul style="list-style-type: none"> <li><i>▪ Sales running for 48hours starting Friday 23<sup>rd</sup> of September and ending midnight Sunday 25<sup>th</sup>.</i></li> <li><i>▪ 20% off the entire beauty product range</i></li> <li><i>▪ \$70 for any 1-hour facial. (Save \$40!)</i></li> </ul> <p><i>Click the button below to find out more. “</i></p> <p><b>Style:</b></p> <p><i>Block Styles: Heading 2</i>  <i>Font: Helvetica</i>  <i>Size: 12</i>  <i>Align: Centre</i>  <i>Font colour: Black</i></p> <p><b>Settings:</b></p> <p><i>Number of columns: 1 Column</i></p>
Button	☒	<p><b>Tools used:</b></p> <p><i>Button</i></p> <p><b>Content:</b></p> <p><i>Button Text:</i>  <i>“Find Out More”</i>  <i>Link to: Web address</i>  <i>URL link: Landing Page</i></p> <p><b>Style:</b></p> <p><i>Border: Groove</i>  <i>Back Ground: #2baadf</i>  <i>Styles: Bold</i>  <i>Spacing: Normal</i>  <i>Font: Helvetica</i>  <i>Size: 16Px</i></p>

		<b>Settings:</b>
		<i>Align: Centre</i> <i>Width: Full width</i>


**Please note:** The student must also submit this assessment addressing the following in the template provided.

- 1.4 Using the following email template, write a short email to Claudia (50-60 words). Advise in the email that the BSBMKG422\_03\_E-advertisement\_Checklist is completed and attached. Be sure to use correct spelling, language, and terminology.

**Assessor instructions**

- The student must write an email to Claudia that includes the following: (50-60 words).
- advise that the BSBMKG422\_03\_E-advertising\_Checklist is completed and attached.
  - The use of correct spelling, language, and terminology.

*Sample answer below:*

Email	
To:	<i><a href="mailto:Claudia.taie@dms.com.au">Claudia.taie@dms.com.au</a></i>
From:	<i>Alexander.burns@dms.com.au</i>
Date/time:	<i>Wednesday 21<sup>st</sup> of September</i>
Subject:	<i>RE: Commence E-marketing campaign</i>
<p><i>Hello Claudia,</i>  <i>I hope this email finds you well.</i>  <i>It was great creating the E-advertisements through Mailchimp.</i>  <i>I have created both the E-newsletter template and landing page using the BSBMKG422_03_E-advertising_Creative_Brief that you provided.</i>  <i>Find attached the completion of the Checklist for e-advertising below:</i></p> <ul style="list-style-type: none"> <li>▪ <b><i>yy_mm_dd_yourname_ BSBMKG422_03_E-advertisement_Checklist</i></b> [attached]</li> </ul> <p><i>I am looking forward to your response.</i></p> <p><i>Alexander Burns</i></p> <p><b><i>Digital Marketing Specialist</i></b>  5 Cope St Melbourne, VIC 3000  Phone: 1234 5678</p>	
	

## Task 2- Present e-marketing advertisements

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

Email	
To:	Alexander.burns@dms.com.au
From:	Claudia.taie@dms.com.au
Date:	Wednesday 14 <sup>th</sup> September
Subject:	Commence E-marketing campaign
<p>Dear Alexander,</p> <p>Thank you for providing me with your completed E-advertising Checklist. It seems you have met all task requirements in accordance with the brief and Eden's objectives.</p> <p>I would like it if you could please present this to myself and Brett before finalising and launching the e-marketing communications. Please be sure that you present your work in the e-marketing platform that you have used.</p> <p>Book a time to meet with us via an online meeting where you can share your screen and present your work.</p> <p>Thank you for all the work thus far, we are very excited to see this project start to take shape.</p> <p>Kind Regards, Claudia Taie</p>	
 <p><b>Digital and Growth Marketing Manager</b> 5 Cope St Melbourne, VIC 3000 Phone: 1234 5678</p>	

For this task, you will assume the role of Alexander Burns and follow the instructions given to you by Claudia Taie. This will involve one (1) role play that includes a presentation and two (2) participants. Participants will assume the roles of Brett Mundine, the owner of Eden, and Claudia Taie, the Digital and Growth Marketing manager.

Using your previously completed e-advertisements in the e-marketing platform from Task 1 of this assessment, deliver one (1) presentation accordingly.

During the presentation you must share your screen of the e-marketing platform used and:

- 2.1 showcase each e-advertisement that you designed in Task 1 of this assessment
- 2.2 clearly discuss with participants how you creatively used the **BSBMKG422\_03\_E-advertising\_Creative\_Brief** to meet Eden's objectives and complete the design templates for each media. *[Include the keys and functions and any independent decisions taken].*

- 2.3 Gain insight into the views and opinions of participants by asking questions and listening
- 2.4 Confirm with the participants that you have satisfactorily met all task requirements
- 2.5 Confirm with participants to commence the launch of your e-marketing communications.

See the following role play instructions.

### **Role Play Instructions**

Each role play must include two [2] participants, must not exceed **10-15-minutes in duration**, and must address all elements of the **Observation Checklist** in **Appendix A** of this assessment. The context of each role play must also be distributed to each 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 presentation with two [2] participants. These may be resourced using one [1] of the following options:

- 1 Supervisor AND Peer who you are already working with, and in the industry your qualification relates to.
- 2 Assessor who will play the role of your manager and a fellow student who will play the role of Brett Mundine, owner of Eden. Please contact your assessor via the Discussion Forum to kick off the process. Your assessor will pair you up with additional participants as needed and schedule a session via Teams at the agreed time.

### **Option 1: Supervisor AND Peer Participants**

Should you complete this assessment with your Supervisor and Peer, you must fully brief both participants, providing them with the context of the role-play, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

Your role play must be recorded with all participants captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be captured for all participants at the start of the meeting. This is achieved by the student reading the following statement at the start of the recording, with all participants stating their name and job title to inform consent.

*"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participants in this session indicate their consent to be included in this recording by stating their name and job title."*

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

If you conduct the role play with your Supervisor and Peer participant, include this recording as part of your assessment submission.

#### **Please note**

The recording is your submission for this task [Task 2] of this assessment.

Save the recording under the following naming conventions before submitting it.

***yy\_mm\_dd\_yourname\_BSBMKG422\_03\_Presentation***

### **Option 2: Assessor AND Fellow Student Participants**

The Fellow Student that is 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.

If you conduct this role play with your assessor included, you are **not** required to record the session.



## Appendix A: Observation Checklist [presentations for Task 1]

### Assessor Instructions

The student must cover all the criteria in the Observation Checklist-Presentation

Observation Checklist: Presentation		
The student being assessed must...		Assessor Comment
<p>2.1 showcase each e-advertisement that you designed in Task 1 of this assessment</p> <p><i>For example, The student must display on their shared screen the e-newsletter and landing page they drafted using Mailchimp.</i></p>	<input type="checkbox"/>	
<p>2.2 clearly discuss with participants how you creatively used the <b>BSBMKG422_03_E-advertising_Creative_Brief</b> to meet Eden's objectives and complete the design templates for each media. <i>[Include the keys and functions and any independent decisions taken].</i></p> <p><i>For example, The student must show how they chose to use information gained in the design brief on Mailchimp to help build awareness of skin treatments and products with existing customers. For instance, "I chose to use text #3 in the email to instigate interest and curiosity from existing clients"</i></p>	<input type="checkbox"/>	
<p>2.3 Gain insight into the views and opinions of participants by asking questions and listening</p> <p><i>For example, The student must use questioning and listening during the presentation, ensuring that participants can voice a view or opinion on the presented work. For instance, "What do you think of the layout?" "Are you happy with the image choices included for the e-newsletter?"</i></p>	<input type="checkbox"/>	
<p>2.4 Confirm with the participants that you have satisfactorily met all task requirements</p> <p><i>For example: The student must ask the participants if they are happy that each media has met the task requirements. For instance, "do you feel the e-newsletter and landing page have each met the requirements that you originally envisioned?"</i></p>	<input type="checkbox"/>	
<p>2.5 Confirm with participants to commence the launch of your e-marketing communications.</p> <p><i>For example, The student must ask the participants if they are happy for you to finalise and launch the e-marketing communications. For instance, "Thanks for meeting with me and allowing me to</i></p>	<input type="checkbox"/>	

<i>present my ideas. Is it OK to finalise and launch the e-marketing communications that I presented for you today?"</i>		
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## Appendix B: Role play context for the participants [presentation for Task 1]

To prepare for each presentation, give the following Role Play Context to the meeting participants. This will allow them to prepare and contribute to the meeting.

### Role Play Context

Alexander is a Digital Marketing Specialist at Digital Marketing Solutions (DMS), a company that focuses on assisting businesses in e-marketing advertising across multiple e-marketing media.

He reports to reports to Claudia Taie, the Digital and Growth Marketing Manager.

Alexander has planned, and prepared two (2) e-advertisements, using two (2) media on an e-marketing platform for a beauty salon named Eden.

Before launching the e-marketing communications, Claudia requested for Alexander to deliver a presentation to Brett Mundine, the owner of Eden, and herself.

Brett has wanted to use e-marketing communications to help promote Eden's services of facials and Eden skincare products.

In this presentation, Alexander will be giving an overview of the completed drafts of e-advertising using the e-marketing platform.

For this meeting, the student being assessed will be playing the role of Alexander Burns.

Supervisor/Assessor will play the role of Claudia Taie, the Digital and Growth Marketing Manager.

Peer/fellow student will play the role of Brett Mundine, owner of Eden.

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 will include active participation when student asks questions relating to their work.

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

### Assessor instructions:

#### Purpose of the Task

- Use e-marketing platform for electronic advertisement according to e-marketing objectives
- Confirm that e-marketing meets all task specifications.
- Present electronic advertisement on e-marketing platform to management prior to finalisation.
- Articulates ideas and requirements to Brett, the owner of Eden and their manager, Claudia, clearly and creatively based on how they implemented key tools and functions in the e-marketing platform.
- Elicits the view and opinions of others by listening and questioning.

#### Guidance to Assessors About this Task

This role play must be completed in a simulated workplace environment and must not exceed 10-15 minutes in duration.

The student must address all elements of the **Observation Checklist** in **Appendix A** of this assessment when presenting their drafted e-advertisements using Mailchimp. The student must prepare prior to the presentation by distributing the **role play context** found in **Appendix B** of this assessment.

**Please note:**

If the student chooses to use **Option 1**, from the role play instructions, [Supervisor will assume the role of Claudia Taie and Peer will assume the role of Brett Mundine] the presentation must be recorded and submitted for assessing this Task 2 under the following naming convention:

- **yy\_mm\_dd\_yourname\_BSBMKG422\_03\_E-advertisement\_Checklist**

If the student chooses **Option 2** from the role play, [Assessor will assume the role of Claudia Taie and the Fellow Student will assume the role of Brett Mundine] no recording of the presentation will be needed.

**Assessment checklist:**

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

Task 1- Deliver your presentations		
1	Used the e-marketing platform to develop two [2] electronic advertisements	<input type="checkbox"/>
2	Completed and submitted the <b>BSBMKG422_03_E-advertisement_checklist</b>	<input type="checkbox"/>
3	Written an email response to Claudia using the template provided and attached the <b>BSBMKG422_03_E-advertisement_Checklist</b> to the email. <i>[Submit this assessment with the completed email response]</i>	<input type="checkbox"/>
Task 2- Present e-marketing advertisements		
1	Delivered a presentation of your completed drafts of e-advertisements to Brett and Claudia, using the e-marketing platform. Confirming they are satisfied with the drafted e-advertising and confirming you can commence with finalising the e-marketing communication for Eden.	<input type="checkbox"/>

**Congratulations you have reached the end of Assessment 3!**



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