**ASSESSMENT TASK 1: KNOWLEDGE QUESTIONS AND ACTIVITIES**

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| ***Assessment task instructions:***  Case studies, scenarios, activities andwritten questions   * You must respond to all questions and you must answer them to the required level, e.g. provide the number of points, to be deemed satisfactory in this task. * Your assessor will give you feedback once this assessment task is marked.   ***Purpose of the assessment task:***  To complete the unit requirements safely and effectively, the individual must understand:   * characteristics of convergent approaches to marketing communication * customers role within convergent marketing * impact of convergence on traditional marketing approaches * current technologies and distributed services that impact on convergent solutions * situations requiring engagement of technology experts * type of experts and business networks appropriate to a convergent marketing solution * legislation, regulation and organisational policy to the field of marketing communication.   ***Assessment conditions and resources:***  Assessment will be conducted in a safe and simulated work environment with access to:   * legislation and regulations relevant to marketing across a convergent industry * workplace documentation and resources for marketing across a convergent industry. |

**Questions:**

1. Research and explain what is ‘industry convergence’ and list 3 characteristics of convergent approaches to marketing communication. **GUIDE**: **120+ WORDS** to **300+ WORDS**
   1. Explain what is industry convergence
   2. List 3 characteristics of convergent approaches to marketing communication.

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| **3a)** | Industry convergence describes collaboration between previously mostly unrelated  departments, technology areas, work processes, businesses, supply chains, and even entire unrelated industry sectors. Convergence is also possible within one company who still has siloed departments via integration points. As for example IT-department collaborating and integrating with the Marketing department to execute marketing ideas on social media platforms. Industry convergence is more affective and popular due the tools of digitalization. The industry convergence is most likely driven by client objectives. The Client is always in the centre. Benefits are also the exchange of different perspective to create the best possible product/solution, faster communication between sectors, every department being on the same page and up to date, more creative and interactive work. Convergent approach includes multiple ways and contents/departments of communication that work all together, unlike the siloed approaches. Always keeping the client’s interest in mind. | | |
| **Sources of information details:** | | | *SBTA PowerPoint Presentation* *SBTA Learner guide page 8-12*  <https://redshift.autodesk.com/articles/industry-convergence><https://digitalgyan.org/traditional-and-convergent-approaches-to-marketing-communication/> |
| **3b) - Characteristics of convergent approaches to marketing communication** | | | |
| 1 | | Intergration of sectors - most of the time it appears with a bigger budget as it is usually used to reach out for a bigger target group. | |
| 2 | | Customer – Centred - Transparent and client orientated. The focus is to have a unique and target orientated message. Authentic content - community decision making | |
| 3 | | Sometimes it could even save time and money, having all or multiple departments working together under the same “roof” following the same vision. No loss of information due to ‘middleman’ or lack of communication. | |

1. Explain customers role within convergent marketing. **GUIDE**: **120+ WORDS**

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| Convergent Marketing is usually customer centric. The Customer/Client is now in the centre of the development and part of the entire process from the beginning to the end. The customer can demand what kind of product he wants and how he wants it developed and delivered. The consumer himself becomes the driven force and is included in decision making and organisational objectives of the project. Convergent marketing provides the immediate opportunity to feedback on products and services. This will benefit many businesses in the marketing industry, as if their customers are part of the process and more empowered, they will help to enhance brand awareness and recognition and inform the business’ marketing objectives so that it can develop its services and performance to the highest level.  As the performance is based on the customers preference, it is now very important to meet then Client's requirements regarding service, deliverables, timelines, cost, etc. |

1. Explain the impact of convergence on traditional marketing approaches. **GUIDE**: **120+ WORDS**

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| There are multiple aspects that need to be mentioned when talking about the impact of  convergence on traditional marketing approaches. As some sectors used to be working separately the integration may cause some problems in adjustment and flowless performance due to integration/cooperation. You may face loss of details and quality in some work of the specific sectors but gain a more united workforce. On the other hand, we have multiple sectors working closer together and gaining understanding on each other’s work and responsibilities. Every sector, even the ones that used to be the furthest away on knowledge on the products, move closer to the product, idea, the client and the execution of the vision. All sectors must have more customer awareness – check feedback and include customer's input. It creates unified communication, which is important, so the customer does not get confused, misinformed or mislead. By integrating multiple sectors, you make sure everyone is always on the same page as for close, immediate communication and exchange. It can be very time and budget efficient but can also cause cuttings in staff due to sector integration. The separate sectors need to be more adjustable, flexible, better  trained and receptable to a bigger pool of responsibilities. Share of responsibilities. Everyone can be made accountable for things that go wrong outside the original sectors. More awareness of everything is required. |

1. Explain how current technologies and distributed services impact on convergent solutions. **GUIDE**: **120+ WORDS**

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| The newest technologies and current distributed services go hand in hand with convergent solutions as they make them more necessary than ever.  Due to digitalisation and new technologies, we face a time where information is always accessible and shareable from everywhere. Combined with the internet it provides multiple platforms and tools including social media, new social media trends, shares, likes, blogs, websites etc. That always delivers information, everywhere in real lifetime. Smartphones, Computers, Television etc. - Customer Feedback is always available.  Due to fast changes also, customer’s; needs change very quick due to trends and transparency. That means multiple sectors like marketing, research team, customer service sector, IT sector, Publisher etc. must be involved at the same time and provide the same information to the customer accurately as fast as possible- Most likely the convergent solution is the best solution. As the convergent solution is customer – centred it offers a lot of opportunities on both sides. New distributed services can also feed us with information on multiple levels and for different sectors on the needs of our customers so we can create a customized product. It also creates challenges as everyone needs to be on the same page according to content and information or even need to integrate with unfamiliar sectors or even industries (maybe competitors) – as things change very quick – Cooperations, Alliances, Collaborations. The convergent solution is great to cover all platforms and focus on customer’s; needs to provide the best product due to digital transformation. |

1. Provide 2 situations when a business, which is planning to use convergent technologies to promote their products, would engage technology experts. **GUIDE**: **50+ WORDS** to **120+ WORDS**

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| **Situation 1** | **Situation 2** |
| Due to the bad business during and after the pandemic Covid-19 the Sportsbar Dunkirk wants to improve their social media presents. The goal is to create more brand awareness and attract more and new customers – get more and frequent regulars. That for management decides to outsource their social media marketing campaign to a marketing expert. He works close with a marketing technologist. It is a technically skilled person who designs and operates technology solutions in the service of advertising and marketing of course including IT expertise services within marketing. They support nontechnical marketers design better programs, campaigns, and customer experiences that effectively leverage data and software. They help manage the new sorts of technical interfaces that marketing has with agencies and service providers, including —the API (application programming interface). | When the Bar management is planning how to monitor the efficiency of the designed marketing campaigns. Numbers of the digital  channels may not be clear for old-time managers who are unfamiliar with for example social media marketing plans.  They may not know what is a good quantity of views and likes and chares, for example – increase/decrease etc.. Therefore, social  media assistant that knows how to use analytics  tools would have an important role in this  monitoring process by using tools like: Google Analytics and Facebook Analytics. Top and most popular social platforms like Facebook, Instagram, and Twitter have their analytics dashboards already built in. If the social presence is limited to these avenues, these free social media analytics tools will measure ROI to provide a good starting point toward understanding your audience but that for you need someone who knows how to use the tools and read the outcome.  Alternatives for a fee (can be used by expert already and included in service of Marketing expert): **SocialPilot** **Agorapulse** **Social Status** |

1. Research and outline 3 expert, business or marketing industry networks, which would provide you with information on converged marketing solutions for a workplace you work in. **GUIDE**: **120+ WORDS**

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| **Marketing expert business and networks** | | **What is their focus** | **Information they are able to provide about converged marketing solutions** | |
| 1 | **Australian Marketing Institute (AMI):** | The AMI is a professional association to support and advance the marketing and Adverising profession. Providing courses to develop profession related knowledge and updates on new trends. The AMI's core purpose is to support progress in the careers of their members and advance the marketing profession. | | Providing updates in new trends and how to use them for successful marketing campaigns including collaboration in sectors and industries.  They offer online Webinars, conferences, newsletters, podcasts on insights and interviews with marketing thought leaders, livestreams, online tutorials on mastering social media platforms like Facebook & Co., events etc. The AMI offers a designation for professional marketers. |
| 2 | The Australian Association of National Advertisers (*AANA)* | *The AANA is a highly professional and successful national body supporting the interests of Australia’s advertisers and marketers.*  *The AANA has developed a code of ethics for self- regulating marketing and advertising activities in business.* *They promote and advance all forms of advertising & marketing in Australia that delivers value for brands, the community and the economy.* Vision: Keeping Australia’s advertising content self-regulation system, successfully developing advertising codes and operating an impartial complaint handling process with a high compliance rate and that meets winning community standards. | | They promote all forms of responsible marketing through the self-regulation of advertising content that meets prevailing community standards is their strategic priority.  *They are well known for success in practicing and promoting responsible, innovative and respected marketing, through a commitment to sustainable industry collaboration.*  Sister brand Ad Standards: Adjudicates complaints made by members of the public through the independent Community Panel which includes people from a broad range of age groups and backgrounds and is gender balanced, and as far as possible representative of the diversity of Australian society.  They support and equip their members to meet their business goals through effective marketing of their brands.   * *Webinars* * *Community Events and Programs, content and growth for marketers* * *Support and Protection* * *News and bogs* * *Advocacy* * *Self-regulation* * *Networking* |
| 3 | *The Australian Communications and Media Authority* *(ACMA)* | *The ACMA is an established independent Commonwealth statutory authority who regulates communications and media services in whole Australia.*    *They have an authority that makes decisions and an executive of professionals that oversees their work.* | | They have a big role in compliance and enforcement They work with industry to help make sure the effective laws are followed by the service providers and that consumers are not negatively impacted at all times. This is a safety back up for marketers as well to avoid legal consequences.  The ACMA set and manage rules about communications and media services and markets in general.   * licence professionals, organisations and products to operate in Australia * look into issues and take action when rules aren’t being followed properly * [manage the airwaves](https://www.acma.gov.au/node/1556) and make space for new services – Internet 5G etc. * Their area of service covers internet and phones, TV, radio and content, spectrum and equipment compliance (software etc.) |
| **Sources of information details:** | | <https://ami.org.au/><https://aana.com.au/><https://www.acma.gov.au/> | | |

1. Research relevant legislations, regulations to the field of marketing and communication industry and list at least of 4 legislations or regulations in the table below. **GUIDE**: **120+ WORDS** to **300+ WORDS**

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| **Legislation and regulation** | **Focus of the legislation/regulation** | **How are these relevant to the marketing and communications industry** | **Sources of information details:** *insert research source e.g. online links, or guides, etc….* |
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| Spam Act 2003 | Communication between company and its audience | Because it regulates the digital communication from the company to it audience. The idea is to protect customers from receiving many messages | <http://classic.austlii.edu.au/au/legis> /cth/consol\_ac t/sa200366/  <https://www.legislation.gov.au/Details/C2016C00614> |
| Do Not Call Register 2006 | Communication between company and its audience | Because it regulates the communication via telephone from the company to its audience. The idea is to protect customers from receiving unwelcoming calls | <https://www.legislation.gov.au/Details/C2016C00771> |
| Competition and Consumer Act 2010 | Relationship between company and customer | It protects both parties in this relationship. It sets that one party cannot act in a way that mislead the other. The relationship between these parties cannot be malefic to any of the sides. It especially protects customers, who is the weakest part of this relationship, setting many rules and giving many possibilities for customers to place complaints about the company | <https://www.le>gislation.gov.au/Details/C2 021C00151  <https://www.legislation.gov.au/Details/C2011C00003> |
| Copyright Act 1968 | IP protection | The marketing and communications industry create a lot of advertising content all the time. Therefore, it is important that these ad pieces do not contain trademarks, images, logos, names, etc., of other companies. | <https://www.le> gislation.gov- .au/Details/C2 017C00180  <https://www.legislation.gov.au/Details/C2019C00042> |

1. Research the type of policies an organisation should have in place that are relevant to the field of marketing and communication. List minimum of 5 policies using the table below. **GUIDE**: **50+ WORDS** to **120+ WORDS**

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| **Organisation policy** | | **How are these relevant to the marketing and communications activities** |
| 1 | Market Research Policy and Procedures | It is important to know the needs, wills, behaviour and trends of the customer to set up an efficient marketing communication strategy. To find out all of these pieces of information, a good tool is market research. | |
| 2 | Marketing Policy and Procedures | It includes the administrative tasks that determine the general direction of the Marketing endeavour. This involves gathering and analysing information on the organisation's historical and present directions, initiatives, and context. |
| 3 | Social Media Policy and Procedures | It sets how the workers have to behave on the social media. The idea is that their posts do not harm the image and the reputation of the company. |
| 4 | Advertising Policy and Procedures | This policy is more focused on advertising itself. It sets rules to define content, target audience, channel, duration, budget, among other things. |
| 5 | Pricing Policy | Pricing is all related with marketing. Different price strategies are used to different marketing opportunities and strategies. It is important to set up the correct price for the correct target audience. |

## **ASSESSMENT TASK 2: ESTABLISH CONVERGENT ENVIRONMENT**

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| **Assessment instructions:**  Case study, scenario and activities   * In this task you will be required to review the case study on “Bounce Fitness” and conduct a research and compile a report. You must respond to all activities and you must address them to the required level, e.g. provide the number of points, to be deemed satisfactory in this task. * Your assessor will give you feedback once this assessment task is marked.   **Purpose of the assessment task:**  Evidence required to demonstrate the ability to:   * Establish task requirements and objectives for implementing marketing communications * Identify roles and responsibilities within convergent industry * Identify role of the customer in the convergent environment * Identify legislation, regulations and policies applicable to convergent industry   **Assessment conditions and resources:**  Assessment will be conducted in a safe simulated work environment and students will have access to the following:   * Links / access to legislation and regulations relevant to marketing across a convergent industry * workplace documentation and resources for marketing across a convergent industry such as marketing plan, marketing strategy and advertising brief, learner guide and internet to conduct research. * Virtual company – Bounce Fitness |

**Activities:**

Read the case study below and complete all activities.

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| **CASE STUDY - BOUNCE FITNESS**  **Introduction**  Bounce Fitness is made up of four fitness centres. Head office is currently established in Cairns, Queensland. The other centres are in Brisbane, (Queensland), Sydney, (New South Wales) and Melbourne, (Victoria). It is the intention of the Board of Directors that a new centre will be opened in Perth, (Western Australia).  It was established in 2001 by Margaret House as a single aerobic studio. After two years membership increases demanded the small leased centre be expanded and a new facility was built on land purchased by the organisation. In 2004 a second centre was established in leased premises in Brisbane and then Sydney and Melbourne in the subsequent two years.  The Head Office remains in Cairns and a Board of Directors has been established to oversee the function of the business in all of the centres. Each centre has a Manager, who reports to the CEO in Cairns, and a team of permanently employed fitness instructors and other casual instructors, all of whom report to the Centre Manager.  The business is operated on best business practice and complies with all legislative requirements, local by-laws and is registered with the national body.  Bounce Fitness has developed a **new product called choreographed fitness**, which is fitness using moves with accompanying music that is geared to the varying interests, needs and goals of the centre’s member group.  It is intended that all around Australia, gym and fitness centre members will continue to be enhancing personal performance through classes designed and produced by this business.  Classes are coupled with state-of-the-art fitness equipment to cater to those who prefer resistance training to aerobic workouts. Additional free weights allow for use by even die-hard lifters.  **Scenario:**  You work for Bounce Fitness in the Administration department which is also responsible for marketing of new products and services for the Centre. The Centre Manager of Bounce Fitness – Sydney, asked you to review the marketing plan, marketing strategy, and advertising brief and wants you to provide a report based on the following:   * Confirm the requirements and objectives for implementing convergent marketing and communication for and market the new product/services to their clients. * Identify roles and responsibilities of the convergent industry the needs to be observed and abide to which are relevant to the Centre and the new product/services being offered to clients. * Identify the role customers and clients have when the Centre will be using a convergent marketing and communication and technology tools and environment so clients are more responsive to the new product/services. * Identify legislation, regulations and policies applicable to the Centre when using convergent industries, the Centre needs to be aware of, when planning and implementing the new product/services.   You are required to conduct a research, propose the best solutions in your report on the convergent marketing and communication activities to promote the new product/services.  Your manager advised you that you can access the marketing plan, marketing strategy and advertising brief in the company intranet on the Bounce Fitness virtual website. (copies of these documents have been downloaded and uploaded in your student profile with your assessment pack).  *Please speak to your trainers or assessors if you cannot locate the relevant documentation or links.* |

1. Read the case study above, conduct the research and use the table below to record your comments. Your research must address the following points which you will then use to compile a report for your manager in task 2.2. **GUIDE: 120+ WORDS** to **300+ WORDS**
2. Identify objectives for implementing marketing communications to promote Bounce Fitness’s new product/services. Ask yourself:
   * What convergent marketing and communication solution and environment are available in the convergent communications industry to promote new product/services?
   * What will be promoted?
   * What can be used to promote?
   * What convergent industry tools may be used to promote?
3. Establish marketing and communication solutions available that will suit Bounce Fitness. Ask yourself:
   * What type of communications technology would specifically suitable for Bounce Fitness needs
   * What capacity and impact will this technology have for Bounce Fitness marketing and promotional activities; and
   * How can ubiquitous enabled mobile devices be used and impact Bounce Fitness’s marketing and promotional activities.
4. Identify roles and responsibilities relevant to the convergent communication industry and those using convergent communications activities and ask yourself:
   * What industries will be involved in the marketing, communication and advertising of the new product/services?
   * What responsibilities do each of the industries have and must observe and / or comply with?
   * Who will be representing each of the industries (telecommunications industry: Telstra Sales/Customer Service Representatives) and communicate with the Centre’s marketing, communication and advertising activities?
   * What responsibilities do these representatives so they perform their duties when communicating with the Centre.
5. Review the traditional roles and client groups serviced by the marketing, advertising and public relations sectors
6. Identify and establish the Centre’s client and customer roles for use of the convergent communications activities and environments.

Ask yourself, what solutions can be used for Bounce Fitness to best integrate a rise in ‘**customer** **centric’** marketing and communication activities to ‘**empower customers**’

* + Who (customer group) will be attracted to the new product/services?
  + Who (customer group) will the Centre want to attract with the new product/services?
  + What communication, marketing and advertising tools do these customer groups use in general?
  + Customer groups overview: e.g. age, gender, locality, fitness, education, work, transport need etc…?

1. Review the review of bounce Fitness customers and identify convergent tools and techniques that are available in current marketing communication environment and:
   * assess their applicability to Bounce Fitness
   * confirm suitability to its customers
   * confirm cost-effectiveness of the convergent tools and techniques.
2. Research and identify Laws, legislations, regulations and codes of practice of the convergent communications industry relevant to Bounce Fitness marketing and communications promotional activities and planning.

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| **Researched item/document** | **Notes from research – no limit to any of the points:** | **Information source** *(where was info located)* |
| Bounce Fitness Marketing plan | *The Bounce Fitness market is not especially segmented. Potential consumers include any CBD firms who provide medical benefits to their workers. That means their main target group are cooperate employees around the age of 50 who would like to maintain fit by introducing an exercise routine in their weekly life. Mostly educated. Male and female participants is balanced.* *Bounce Fitness created a business and marketing plan that focuses on the market needs: convenience, customisation and result orientated strategy.* *It included multiple specific aspects as:* *The Analysis of Market trends (Fitness) with the conclusion that fitness memberships become more and more a big part of the working Australian’s lives. Their market forecast indicates that there will be an enormous growth in clients “corporate employees” compared to the regular client.* *Their plan also includes the SWOT analysis, a detailed description of service offering and a structured Marketing strategy including their mission, marketing KPIs and financial objectives.* *Their marketing strategy is focusing on their current main target group over as mentioned above. Noticeable is the lack of addressing other potential clients by using a bigger variety of convergent marketing strategies to create a wide range of clients and increase sales.* | *Bounce Fitness document (website)* |
| Bounce Fitness marketing strategy | *Bounce Fitness will begin by focusing on small to medium sized enterprises in Brisbane, Sydney, and Melbourne's city centres (CBD). The first step is to persuade top executives of the value and need of wellness initiatives for the wellbeing of their employees.*  *This will be achieved by seeking engagement and connections with business professionals who might benefit from utilising this service aggressively. Bounce Fitness will utilise similar techniques to promote its services to bigger firms in the CBDs of Brisbane, Sydney, and Melbourne after a solid image has been built, and will subsequently consider further areas of development. The goal is to create solid business awareness first.* *The single objective is to position Bounce Fitness as the best wellness program provider in their established area. Their marketing strategy aims for customer awareness regarding the service they provide, development of customer base and heading towards customer loyalty. Noticeable is that their target group is very specific, and they rely a lot on presentations to company’s HR departments directly which has the benefit of the personal touch they aim for but could appear costly and time consuming maybe even neglection of other potential customers outside their focus. Usage of presence in magazine and on their website is great but there is a lack of other tools and strategies for example social media or even telephone marketing.*  Advertisement and Promotions appear to be great for their main target group at first but are also outdated (appearance in magazines and journals, printed material, websites) as even 50 + would be using their phone devices and taking advantage of the convenience social media platforms and new technologies have to offer (Also, HR of potential clients are up to date on technology and communication platforms). Using the convergent marketing would also help with customer service tools regarding instant responding. Market research was done but it appears it needs to be on a wider range and can be outsourced to see what else is possible to attract potential clients. | *Bounce Fitness document (website)* |
| Bounce Fitness advertising brief, | Latest Advertising brief shows a summary of the latest advertising campaign after 3 months. It is clear Fitness in Maturity Advertising was a big success as they had more attendance than expected. Noticeable that the attendance of the regular clients was almost 50% higher than expected/aimed for, also more “new over 50” than expected.  Also, it showed that communication via pamphlet was not as successful as they hoped but via social media like Facebook twice more than expected. Also, more activity on their website than aimed for | *Bounce Fitness document (website)* |
| Objectives for implementing marketing communications to promote Bounce Fitness’s new product/services. | *Current Marketing KPIs:*  *1. Increase revenues by 10% on an annual basis.*  *2. Increase market penetration on a quarterly basis.*  *3. Maintain Bounce Fitness' reputation as the best long-term health programme provider.*  *In terms of convergent solutions, they generally include both fixed-line and mobile technology. Among the most recent examples of innovative convergent services include video and other visual content on demand, integrated goods and bundles, internet use for voice and video telephony, location- based services, mobile-to-mobile convergence, fixed-mobile convergence, and so on. Using the advantages of social media platforms and the involvement of the consumer for developing and improving, sharing and spreading - promoting.* *We will promote the new product called choreographed fitness* *We can use to promote:* data base of the already existing customers - offering promo codes and free trials etc.  *We can create:*   * *Promotional copies* * *visual content* * *Promotional videos/content* * *Ad about our plans and especial discounts to these programs - free trials and “bring a friend” passes*   *The following tools can be used to promote:*   * *SMS* * *Social media posts including engagement with clients (Facebook, Instagram)* * *Phone calls* * *Website* * *Chat on the website or/and social media for instant communication* * *User content through social media* * *App* | NA |
| Marketing and communication solutions available that will suit Bounce Fitness | *The following technologies would fit Bounce Fitness’ purposes:*   * *Social media (Facebook, Instagram)* * *SMS* * *Applications on mobiles* * *Website*   *These technologies will assist Bounce Fitness reach a bigger variety of target audiences. The elderly people, for example, would pay more attention to SMS and the website, while young ones would be reached out through social media and applications. So, it is good to use diverse Medias to reach a wider target range.*  *We could launch an application for our customers to access all features related to the gym, in which we would take advantage to promote new plans, new classes, new centres, among other things.* *Viewing, liking, posting, sharing. Instant communication* *reach out to more people and create a bigger range of target group.* | [*https://www.ingeniumweb.com/blog/post/what-is-convergence-in-marketing and-how-can-itbenefit- your business/4648/*](https://www.ingeniumweb.com/blog/post/what-is-convergence-in-marketing%20and-how-can-itbenefit-%20your%20business/4648/) |
| Convergent communication industry roles and responsibilities | ***Web development and programming:*** *website developers and creators of digital products with a user-friendly interface. They develop any content for digital platforms upon demand.*  *Create content that does not offend customers or harm the reputation of the company and follows the current laws regarding digital approaches.*   * *Telephony: Allow calling/messaging only for those who want to* * *Social media: Do not spam; maintain data of followers safe and private*   ***Web development team:*** *create the advertising content according to the brief of our marketing team*  ***Customer service team:*** *Create a system to send automatic SMS messages to our audience and to communicate with the audience on a “quick response” base.*  ***Marketing team:*** *Offer solutions to boost our posts, promotions and brand awareness*   |  |  |  | | --- | --- | --- | | Industry | Company | Staff | | Web development and programming | Sydney Developers | Web development team | | Telephony | Vodafone | Customer service team | | Social media | Facebook/Instagram | Marketing team | | [www.ramotion.com/blog/web-development-team/](http://www.ramotion.com/blog/web-development-team/) |
| What are the traditional roles and client groups serviced by the marketing, advertising and public relations sectors | Advertising and public relations both assist to established brands and communicate with established target audiences.  The most fundamental distinction is that advertising space is purchased, but public relations outcomes are won by delivering information to the media in the form of news releases and pitches.   Traditional or original PR is used to describe strategies that gain brand coverage in print, including newspapers and industry-specific magazines, as well as on traditional broadcasting channels such as Radio and TV to create brand awareness and image boost for the company. client groups:   * Marketing: other internal departments and external providers/partners * Advertising: target audience * Public relations sectors:  aims to build a positive reputation for the company -  all population of a community, in this case the fitness industry community for example or/and regional community.  **Traditional trends:** print, broadcast, direct mail, phone, and outdoor advertising like billboards, TV, Radio, Magazines, direct approach and engagement etc.   **Traditional roles**  PR Manager Editor Copywriter Marketing Manager Marketing Coordinator Account Management Account Coordinator  ...  **Review**  It is all about how and where to represent the business and their product in the most successful way.  Traditional marketing and advertising still play a big part in reaching local audiences, but it also appears very time consuming and costly. It only reaches a limited group of people. That is why integration - convergence- is so important in this industry. As the world becomes more digital, the way we market evolves rapidly. Not only is digital marketing sometimes more cost-effective than traditional marketing, but also it is a more direct and faster way to connect with target audiences globally. | *https://* [*www.marshallpr.com/advertising-vspublic-relations-difference/*](http://www.marshallpr.com/advertising-vspublic-relations-difference/)  <https://blog.hubspot.com/marketing/traditional-marketing-vs-digital-marketing>  <https://www.thedrum.com/opinion/2019/11/06/traditional-vs-digital-pr-the-evolving-role> |
| What is the Centre’s client and customer roles - what solutions and techniques that are available can be used for Bounce Fitness to make marketing of the new product to be customer centric to empower Bounce Fitness customers   * Confirm tools applicability * confirm suitability to customers * cost-effectiveness of tools and techniques. | *Customer role:*  *One of the advantages of convergence in marketing is that it allows customers to connect with brands in more ways and across more channels than ever before. Convergent marketing is customer-centric, giving customers a voice and the ability* *to provide feedback on goods and services.*  ***Customer Centric Strategy:***  *The marketing campaign will be designed based on the main target group and extended to reach out to a wider range or potential clients.* *A program needs to be designed to include the customers and potential client and to participate in the process for best possible results.* *- Attracted to the program will be customers who are already signed up and want to introduce dance moves in their physical activity.* *- By introducing state-of-the–art equipment and additional free weights to the choreographed fitness program the goal is to attract not only current customers but also potential clients who enjoy this sort of fitness and need a bigger challenge for their exercise. Potentially not only clients over 50 and part of the corporate contracts but other individual, maybe locals and even younger clients will be addressed.*  *Tools used by customers:*   * *Social media Facebook, Instagram* * *SMS* * *Website* * *Mobile applications* * *Digital and mobile communication – apps*   *These technologies will assist Bounce Fitness reach different target audiences. The elderly people, for example, would pay more attention to SMS and the website, while young ones would be reached out through social media and applications.*  *So, it is good to use diverse medias to reach both audiences.*  *These tools have a very attractive cost effectiveness, because they are cheap to advertise on (expect the creation of an app), and they have a wide range. In the case of the social media ads, it is even more efficient, because it is possible to customise chosen target audience, therefore we will not spend money advertising to someone that does not have* *the characteristics of our audience.*  *Customer group overview:*   * *Mostly women* * *Aged between 18 and 60 years old* * *Living or working in the neighbourhood* * *Educated - different levels and subjects of education* * *Different kinds of work, but employed* * *Any kind of fitness levels* | [*https://www.ingeniumweb.com/blog/post/what*](https://www.ingeniumweb.com/blog/post/what)  *-is-convergence-in-marketing-and-how-can-itbenefit- your-business/4648/* |
| Laws, legislations, regulation or codes of practice relevant to Bounce Fitness marketing and planning | * *Spam Act 2003* * *Privacy Act 1988* * *Do Not Call Register Act 2006* * *Anti-Discrimination Act 1977* * *Sex Discrimination Act 1984* * *Racial Discrimination Act 1975* * *Age Discrimination Act 2004* * *Human Rights Commission Act 1986* * *Fair Work Act 2009* * *Competition and Consumer Act 2011* * *Work Health and Safety Act 2010* * *-->* * *ADMA Direct Marketing Code of Practice* * *Australian Marketing Institute Code of Professional Conduct* * *AANA Code of Ethics* | <https://www.legislation.gov.au/Details/C2016C00614>  <https://www.legislation.gov.au/Details/C2016C00771>  <https://legislation.nsw.gov.au/view/html/inforce/current/act-1977-048>  <https://ami.org.au/about-ami/our-code/> |

1. Now that you have completed your research and listed the sources of information above, you are to use this information to complete your report for your manager. The report must address all points you researched and must be constructed as per the company’s Style Guide: GUIDE: 300+ WORDS

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| **Style Guide**  **Purpose:** This style guide is to assist staff with competing company reports and has been developed to guide all staff on how to complete company documentation and the use of company logo or other company information and details.  **Approved by:** Bounce Fitness Centre or HR Manager  **To be used by:** all staff  **Version:** January 2021  **Development of Bounce Fitness Reports and other similar documents:**   * **Use of company Logo –** all reports must include official company logos (logos is included above)   **Position of company Logo -** top of the page 1 or cover page   * **All reports**:   + may include official cover page   + must include the name of author and   + must include others for whom the report is written for   + **content must be approved by manager prior to distribution to company staff and other sites.** * **Document formatting**    + **Headings** **size** - 12pts or 14pts (either underlined or bold or italic)   + **Heading font -** alternative fonts and colours   + **Font type -** Century Gothic or Arial   + **Font size -**  9pts or 10 pts   + **Figures –** use of tables or spreadsheet   + **Images – ‘WordArt’** images are approved (any other images must be approved by management) |

**Note**: you may wish to use the following format for your report or develop your own document and attach the completed report to this task. You may also paste your report in this place and delete the template.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **BOUNCE FITNESS REPORT** | | | | |
| **Report name:** | **BOUNCE FITNESS - CONVERGENT MARKETING AND COMMUNICATION ACTIVITIES REPORT** | | | |
| **Report developed by:** | Olga Tschaja (Administration Department) | | **Report completed on:** | 15/03/2023 |
| **Report approved by:** | Bounce Fitness Centre/ HR Manager | | **Report is relevant to:** | *Bounce Fitness staff* |
| **Overview Statement** *(brief overview of what the report is about and any important links and sources details or attachment information is included)* | | | | |
| **Overview Statement** This report summarises, and analyses Bounce Fitness’s current marketing report and strategy followed by suggestions on alternative and additional marketing tools the company can use to improve our marketing strategy and expend our target group. It will set a convergent marketing strategy, aiming to attract more and bigger variety of customers to our new program called choreographed fitness. New and more digital based marketing and advertisement opportunities will be discussed including the legal obligations that come with it. In focus will be the presentation of new tools the company can use for the customer centric strategy and their benefits to promote our new product. Marketing and communication solutions available that will suit Bounce Fitness and are cost efficient could be:   * Social media – Facebook, Instagram * SMS * Website * Mobile applications * App  **Most important sources:**  Bounce Fitness websiote Bounce Fitness ‘Fitness in Maturity’ Advertising Brief Review Bounce Fitness Corporate Plan <https://www.ingeniumweb.com/blog/post/what-is-convergence-in-marketing%20and-how-can-itbenefit-%20your%20business/4648/><https://www.ramotion.com/blog/web-development-team/><https://www.legislation.gov.au/Details/C2016C00614><https://www.legislation.gov.au/Details/C2016C00771><https://legislation.nsw.gov.au/view/html/inforce/current/act-1977-048><https://ami.org.au/about-ami/our-code/> | | | | |
| **The Marketing information analysed** | | | | |
| Review of Bounce Fitness documents:   * Marketing plan * Marketing   strategy   * Advertising brief | **Review of Marketing Plan**  The Bounce Fitness market is not especially segmented. Main target group are corporate employees around the age of 50 who would like to maintain fit. Bounce Fitness created a business and marketing plan that focuses on convenience, customisation and result orientated strategy. Their market forecast indicates an enormous growth in clients “corporate employees” compared to the regular client. Thatfor their marketing strategy is focusing on the current main target group – mentioned above. Noticeable is the lack of addressing other potential clients by using a bigger variety of convergent marketing strategies to create a wide range of clients and increase sales. We also must keep in mind that over age 50 participants also use new technologies that are easier to access and operate on like mobile devices and social media platforms. That need to be included in our upcoming marketing strategy.  **Review of Marketing Strategy**  Bounce Fitness will begin by focusing on small to medium sized enterprises in Brisbane, Sydney, and Melbourne's city centres (CBD). We will utilise similar techniques to promote our services to bigger firms in the CBDs of Brisbane, Sydney, and Melbourne after a solid image has been built with the goal to expend in the future. The goal is to create solid business awareness first. The single objective is to position Bounce Fitness as the best wellness program provider in their established area. Our marketing strategy aims for customer awareness regarding the service we provide, development of customer base and heading towards customer loyalty. Noticeable is that the target group we are trying to reach is very specific and marketing tools are still very traditional. Usage of presence in magazine and on official website is great but there is a lack of other tools and strategies for example social media or even telephone marketing – benefits of digital platforms opportunities.  Traditional advertisement and Promotions appear to be great for the main target group at first but are also outdated and miss the opportunity to reach out to a wider range of potential clients. Using the convergent marketing would also help with customer service tools regarding instant responding.   **Review of Marketing Brief**  Latest Advertising brief shows a summary of the latest advertising campaign after 3 months. It is clear Fitness in Maturity advertising was a big success. A significant detail is that the communication via digital platforms like website and Facebook was more successful than expected and even more successful than the company’s main and more traditional way of communication. That for it is important to introduce more of convergent marketing communication strategies and tools using the opportunities digitalisation has to offer. | | | |
| **Drafted report information** | | | | |
| Insert relevant and suitable headings | **What is convergent marketing:**  In terms of convergent solutions, they generally include both fixed-line and mobile technology. The most recent examples of innovative convergent services include video on demand, integrated goods and bundles, internet use for voice and video telephony, location-based services, mobile-to-mobile convergence, fixed-mobile convergence and more.  **Products to be promoted**  We will promote Bounce Fitness and the new product called choreographed fitness  **Promotional tools - We can create:**   * *Promotional copies* * *visual content* * *Promotional videos/content* * *Ad about our plans and especial discounts to these programs - free trials and “bring a friend” passes*   **Marketing and communication solutions available that will suit Bounce Fitness**   * Social media Facebook and Instagram * SMS * Website * Mobile applications * App   *These technologies will assist Bounce Fitness to reach different and additional target audiences as it is good to use diverse media to target a wider range of potential clients. It also keeps current customers interested and up to date – satisfied.*  *These tools have a very attractive cost-effectiveness (expect the creation of an app). In the case of the social media ads, it is even more efficient, because it is possible to customise.* *Better customer service and quicker response.*  **Allows Bounce Fitness to extend target group in age, gender and outside the corporate audience etc.** **- Provides sustainability for business and opens room for growth.**  **Convergent communication industry roles:**   * *Web development and programming* * *Telephony* * *Social media* * *Customer service*   **Solutions and techniques that are available can be used for Bounce Fitness to make marketing of the new product to be customer centric** **to empower Bounce Fitness customers and be more successful in our campaign, business and sales**   * *One of the advantages of convergence in marketing is that it allows customers to connect with brands in more ways and across more channels than ever before.* * *Convergent marketing is customer-centric, giving customers a voice and the ability to provide feedback on goods and services.*   **Laws and Legislations related to convergent communication practices need to be considered and followed by all staff members** | | | |
| **Laws and legislations which the Centre must be aware of and observe or comply with when using and working with the convergent industries** | Code/name: | Why is this relevant to the Centre and its marketing, advertising and communications activities and which is also relevant to any of the convergent industries they are working with. | | |
| *Spam Act 2003*  *Do Not Call*  *Register Act*  *2006*  *Anti-Discrimination*  *Act 1977*  *Competition*  *and Consumer*  *Act 2011*  *Human Rights*  *Commission Act*  *1986*  *Sex Discrimination*  *Act 1984*  *Privacy Act 1988*  *Racial Discrimination*  *Act 1975*  *Age Discrimination*  *Act 2004* | *The company cannot send spam messages to customers’ emails or social media if they have not agreed to it or specifically asked for it not to happen. This must be always respected.*  *The company cannot call those who do not want to receive sales calls for marketing or any other purposes.*    *The advertisements must not contain any discriminatory message or foment it to not exclude anyone as a potential client and create an environment of discrimination.*   *The advertisements must respect the rights of the customers, especially by not misleading them or making false statements. All platforms need to provide the same, correct and relevant information.*   *By law the advertisements must respect the human rights of*  *everyone and do not offend anyone. Act ethically and morally regarding to the constitution.*  *Bounce Fitness’s advertisements must not foment discrimination regards to sex, gender, marital status or sexual preference. Ads should be accessible regardless to gender and sexual preferences – unless product is designed only for women (women’s class only -special clause)*  At all times the client’s privacy needs to be protected. Customers should not be forced to share private data and need to be sure the data they share is protected by the provider and must not be shared with any other party.  Ads and advertisement are not allowed to discriminate race or include racist content at any time to “filter’ clients.  Always respect the legal age for participation or sign ups. Otherwise, it is not allowed to include and discrimination in age in advertisement. Also helps to extend target group – reach more audience. | | |
| **What if the points above were not implemented by Bounce Fitness** | *It the points are not implemented, the company will not be able to attract as many customers as it wants to for its new program or/and even future programs, which may lead the choreographed fitness program and future project to failure. Due to the new advertisement and digitalisation in marketing it is a must to include convergent marketing strategies to achieve better results and keep up to date. If we keep focusing on original tools and strategies, we will fail to attract customers and succeed as a company in the future.* | | | |
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1. Construct an email using the space below and advise your manager that your report is ready for his review. Use the body of the email to provide advice or overview of the work you have done, any points that the manager should look at first or any ideas or additional relevant comments that the manager needs to know about the report prior to reading it. Guide: **120+ WORDS** to **300+ WORDS**

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| Dear Manager,  I have finalised the convergent marketing report with ideas to use convergent tools to promote the new choreographed fitness program. The report is attached to this email. Please go through it and give me your feedback or suggestions for adjustments/amendments.  I summarised and analysed the current marketing plan and the current marketing strategy and came across some lacks in use of digital marketing tools. I included some suggestions for communication and marketing tools including new technologies and social media that will benefit Bounce Fitness and of course help us to promote our new product and reach a bigger target group on lower budget.  Example:   * Social media; * SMS * Website * Mobile applications * App (highest cost – sustainable)   Please review my ides on that; you will find more information in the report file.  In terms of convergent solutions, they generally include both fixed-line and mobile technology. Among the most recent examples of innovative convergent services include video on demand, integrated goods and bundles, internet use for voice and video telephony, location-based services, mobile-to-mobile convergence, fixed-mobile convergence, and so on.  You will also find a list of Legislations and laws we need to be aware of using convergent marketing strategies and new tools that include social media platforms etc.  Please get back to me asap so I can finalise my report for the Bounce Fitness staff.  Kind regards  Olgas Tschaja (Administration) |

## **ASSESSMENT TASK *3*: PREPARE CONVERGENT TOOLS AND TECHNIQUES**

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| **Assessment instructions:**  Scenario, practical and project activities   * You must respond to all activities and you must address them to the required level, e.g. provide the number of points, to be deemed satisfactory in this task. * Your assessor will give you feedback once this assessment task is marked.   **Purpose of the assessment task:**  Evidence required to demonstrate the ability to:   * Identify existing convergent tools and techniques in the marketing communication environment and assess their applicability * Develop convergent tools and techniques, where required, for use within a marketing communication industry and for a customer-centric environment * Confirm suitability and cost-effectiveness of the convergent tools and techniques   **Assessment conditions and resources:**  Assessment will be conducted in a safe simulated work environment and students will have access to the following:   * Links / access to legislation and regulations relevant to marketing across a convergent industry * workplace documentation and resources for marketing across a convergent industry such as marketing plan, marketing strategy and advertising brief, learner guide and internet to conduct research. * Virtual company – Bounce Fitness |

**Activities:**

Read the case study below and complete all activities below.

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| **Scenario:**  The Centre Manager of Bounce Fitness Sydney Centre, your manager, wants to develop and to promote the launch of the new product with the aim of making as many sales as possible, as well as having the opportunity to gather customer feedback on the new item.  Your manager forwarded your report (Task 2) was sent to all Bounce Fitness managers for their review. All have agreed that the report had suitable content, ideas and information about marketing and communication activities and suitable tools for Bounce Fitness.  They all agreed to organise a meeting and discuss how Bounce Fitness plans to continue with building marketing opportunities for Bounce Fitness to promote the new product and services.  Following week, you and your manager attended a TEAMS meeting which was attended by all Bounce Fitness Centre manager from all over Australia. The meeting minutes recorded discussions and explanations about:   * your report (Task 2). Other discussions also included * how, why and when and what marketing and communications tools are currently used and * which marketing and communications tools would suite Bounce Fitness clients, staff and customers * that **Bounce Fitness is well-known for its customer services to ALL** its customers, both internal and external and this must continue * all documents, resources and tools which are developed, for and by Bounce Fitness, must reflect great customer service; and * Implementation and development of marketing and communications tools, selection of techniques on how to use the selected tools and use of the tools.   **As part of the implementation process** for the communications tools, it has been decided that you can start with the following topics. However, your manager has asked for the following:   1. Create a customer-centric app for Bounce Fitness proposal to promote the new product/services.    1. Explain how the features of the app can be used to make the app customer-centric.    2. The manager encouraged you to contact an expert to verify violability of the features. *(note: this may be a quote, research on the internet information, brochures researched and communication with industry specific experts)* 2. Develop convergent and customer-centric tools using customer-centric and staff friendly techniques:    1. Create fit-for-purpose and effective tools suitable to Bounce Fitness and its customers and staff    2. Select solutions and techniques which work well within the convergent media environment; and    3. Establish processes that empower Bounce Fitness current and future clients and customers. 3. Develop a procedure (*or policy and procedures*) to ensure that client and customer messaging process can be used:    1. across multiple distribution points    2. at suitable however different times    3. by various relevant staff in all Bounce Fitness centres, and    4. accessed by clients and customers in all Bounce Fitness centres   When these are completed you must organise another meeting and present the, so far, prepared tools for their comments and feedback prior to moving onto any of the other relevant tools and / or documentation. |

1. Your manager wants to promote the launch of the new product/services and take the opportunity for customer feedback on the new product/services as soon as possible so: GUIDE: 120+ WORDS to 300+ WORDS

You set to work immediately and complete:

* 1. review your report (Task 2) for the list of communications tools you have identified in the report
  2. select the appropriate tools, write a proposal for the creation of the selected tools and techniques which are most suitable for divergent media and Bounce Fitness use
  3. create a proposal for a customer-centric app for Bounce Fitness to promote the new product. Explain how the features of this app are customer-centric
  4. where possible, collaborate with an expert to verify the viability of the features. (*this may be obtaining a quote or information from the expert on the development of materials, or be led by your assessor*)
  5. utilise the Bounce Fitness style guide you used in task 2 and attach the proposal in the space below.

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| *3. a1 analysis / tools report task 2)*  *3.1 b select tool / proposal / divergent media / Traditional + digital media*  *3.1.c describe / customer centric development /* ***Bounce Fitness App*** *(Choreography)*  *3.1 d. Expert Collab/ Feeback/ Quote/ research etc / confirm the viability of your development*  *3.1 e Final proposal Following style Guide (Task 2)*  *Tools:*   * *Social media Facebook and Instagram* * *SMS* * *Website* * *Mobile applications*   *These technologies will assist Bounce Fitness reach different target audiences. The elderly people, for example, would pay more attention to SMS and the website, while young ones would be reached out through social media and applications. So, it is good to use diverse medias to reach both audiences.*  *These tools have a very attractive cost-effectiveness, because they are cheap to advertise on (expect the creation of an app), and they have a wide range. In the case of the social media ads, it is even more efficient, because it is possible to customise chosen target audience, therefore we will not spend money advertising to someone that does not have the characteristics of our audience.*    *Customer-centric app features:*   * *Customer will be able to see the schedule of classes and make bookings to safe the spot.*   *This feature safes the customer time and effort and the disappointment to show up to a full class without getting a spot. Also helps them to work out a work-out schedule according to classes that are available on suitable date and time*   * *App will analyse client’s fitness behaviour and already booked classes and will suggest related new programs including promotions to the client. For example the new coreographed fitness program.*   *Includes customers interests and preference and helps them to discover something new, for instance the new choreographed fitness program. Encouragement. Also helps Bounce fitness to analyse trends and program success.*   * *It will have a simple version of an individualised diet and exercise feature, where customer will put their body details and goals, and receive a customised diet and training suggestions according to those details, fitness level, age and goal with referral for a PT option.*   *Customised client support to help them to achieve their gaols with proper guidance.*   * *Opportunity to book a PT and record progress with PT – additionally exercises will be available in video content. Individualised program for most accurate advice and maximum results.* * *It will have a “suggestion page”, in which customers will be able to write grievances, compliments, suggestions and communicate with the customer service team.* *We can introduce a “bring a friend” - event if they participate in a questionary regarding the new choreographed fitness program.*   *Instant and quick communication will benefit the client and the provider to solve problems, collect feedback and enough data to analyse for progress and improvement.*   * *It will have a social media page for customers and staff members to post content.* * *We will use it to send them surveys and advertisements* |

1. Project and practical activity. GUIDE: 120+ WORDS to 300+ WORDS

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| Scenario:  Based on your proposal (3.1), your manager asked you to propose and develop (create) most suitable convergent and customer-centred tools and techniques relevant to Bounce Fitness communications and promotional activities that you listed in your report. |

In this activity you are to develop:

* 1. develop a client and customer messaging fit-for-purpose effective tool, select a suitable technique to use and promote, choose appropriate solution that can be engaged by target groups across multiple distribution points in all Bounce Fitness Centres and convergent media environment and used by all relevant staff. *(note: these can be templates, printing templates for use e.g. style guide for posters or uploaded for social media or any other tools or techniques or solutions students wish to create).*
  2. where possible, collaborate with an expert if required and record all communication or the expert input. *Use the below and demonstrate your collaboration, insert details, e.g. email communication or conversations or quotes or flyers etc…*

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| *Develop a tool for messaging to clients and customers that can be used by all staff in all centres to communicate to its clients. This can be notices, printed documentation, social medial template that can be used for advertising for all centres on social media. Etc…* |

* 1. develop process or a procedures Bounce Fitness staff and any other stakeholders that will guide them during all communication and application activities and utilised across multiple distribution points at Bounce Fitness centres across Australia
  2. Refer to and utilise the Bounce Fitness style guide you used in task 2.

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| *Develop a process for messaging to clients and customers that can be used by all staff in all centres to communicate to its clients.* |

1. Read the following scenario and prepare for implementation. GUIDE: 300+ WORDS

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| Scenario:  You have developed the tools, chose techniques and selected solutions for Bounce Fitness and sent it to your manager for approval and feedback.  The manager in principal agreed and approved all developed materials you submitted for feedback but as discussed during the last meeting and as part of the implementation process he organised a manager’s meeting.  He invited selected staff and other relevant Bounce Fitness stakeholders who will be able to provide feedback on the customer-centric tools, techniques and solutions and procedures.  For the meeting you need to prepare to develop presentation tools for you to successfully present your developed marketing and communication tool, your proposed techniques to use, convergent technologies selected and to gain agreement from them for you to continue with the development of the other convergent tools, techniques.  The meeting discussions will also include:   * Next implementation step to implement the convergent tools and techniques for marketing and communication * What channels can be establishment of channels to respond to customer perspectives * What can be established to maintain expert and business networks related to marketing communication convergence * Develop a tool which will record names of those who attended the meeting and who are involved with marketing and communications activities and who wish to become business network contacts. * Develop a register for professional business network (under the heading insert Marketing and Communication) and discuss on the maintenance needs of the register so it always remains current.   You have been asked to produce meeting minutes for your manager to approve prior to disseminating the meeting minutes and all developed presentation tools you used during the meeting to the rest of the managers, staff and stakeholders who attended the meeting for their records.  Your manager will email you back with feedback once you send your meeting minutes and any attachments for approval.  *Notes:*   1. *Your manager will be appointed by your assessor, it may be a suitable student, colleague or it may be the assessor.* 2. *Team work and communication is a requirement of this unit and must be demonstrated to gain competency in this unit: Part of this unit (which is published by the Australian Government) requires you to demonstrate effective team work, and positive communication. For this purpose, you are required to send your prepared agenda items to your invited attendees who will attend the meeting, so you are able to check if they wish to add to the agenda. You need to give them due date to respond and collect minimum of 1 response which must be copied and pasted in this space.* 3. *Your assessor will assist you with appointing your team members, or register your group so all students in class are able to complete this activity. You may choose to use emails (USE ONLY sbta.com.au student and assessor email addresses)’ or you may choose to use MS TEAMS, or and if you are in the classroom, you may be select other students to assist with your meeting.* 4. *All meetings using e.g. MS TEAMS must be recorded and uploaded for your assessor to observe and assess your practical skills.* |

1. Prepare all documentation for your meeting and have it approved by your manager prior to presenting it. The documentation should include:
   * Meeting agenda items which will be discussed in the meeting (refer to the above scenario and your reports)

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| **COMMUNICATION REPORT**  (AGENDA) | | |
| Contact person for collecting agenda items |  | |
| Team members invited to provide comments |  | |
| What information will be delivered and what documentation needs to be reviewed prior to the meeting: | | Responsibilities to discuss, distribute, deliver or present |
| *points that need to be discussed and who will be discussing them.* | |  |

* + Meeting minute template – prepare Meeting Minutes (communications report) so you are able to record of topics covered during the meeting.

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| **COMMUNICATION REPORT**  (MEETING MINUTES) | | |
| **MEETING LEADER** | |  |
| **TIME AND DATE DETAILS:** | |  |
| **MEETIG TYPE (e.g. face to face / TEAMS)** | | *MS TEAMS* |
| **TEAM MEMBERS INVITED TO PROVIDE COMMENTS** | |  |
| **DISCUSSION/ PRESENTATION POINTS** | **INFORMATION AND COMMUNICATION POINTS AND OUTCOMES** | |
|  |  | |
| **FEEDBACK ON DOCUMENTS** | Changes will be implemented to the following tools and documentation or procedure: | |
|  | |

* + Develop your meeting presentation tools to help you present to the group.

You can use any of the following which can be either printed and handed to your fellow students (those appointed to role-play the meeting); or

you may choose to use TEAMS to send your documents for them to review prior to the meeting; or

you may choose to use your sbta.com.au student email address and email the documentation for the group’s review and then discuss these during your meeting and obtain their feedback.

* + 1. Extracts from your report and/or
    2. PowerPoint presentation and/or
    3. Handouts from the information collected and resources you used.
  + Use the following table to either develop, copy/paste or advise where the document was saved. All documents must be saved in MSWord or PDF document.

|  |
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| *Insert the following information into this section. Name of the documentation, or name of the document and where was it saved.* |

## **ASSESSMENT TASK 4: IMPLEMENT MARKETING COMMUNICATIONS**

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| **Assessment instructions:**  Communication and practical activities   * You must respond to all activities and you must address them to the required level, e.g. provide the number of points, to be deemed satisfactory in this task. * Your assessor will give you feedback once this assessment task is marked.   **Purpose of the assessment task:**  Evidence required to demonstrate the ability to:   * Select and use most suitable convergent tools and techniques according to task requirements * Implement convergent tools and techniques for marketing communication * Establish channels to respond to customer perspectives * Establish and maintain expert and business networks related to marketing communication convergence   **Assessment conditions and resources:**  Assessment will be conducted in a safe simulated work environment and students will have access to the following:   * Links / access to legislation and regulations relevant to marketing across a convergent industry * workplace documentation and resources for marketing across a convergent industry such as marketing plan, marketing strategy and advertising brief, learner guide and internet to conduct research. * Virtual company – Bounce Fitness |

Activities

Read the following 50+ words scenario and complete your practical skills and communication activities.

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| Scenario  You are fully prepared for your presentation.  So far you received all of the RSVPs from all stakeholders.  Most of the stakeholder’s work for Bounce Fitness but the meeting also includes representatives from the following groups and interested parties including; telecommunications so infrastructure and network can be selected and customised where possible for Bounce Fitness, IT experts who are able to design apps or website infrastructure, customer representatives, casual or sessional instructors representatives and marketing specialists who may assist Bounce Fitness with marketing and communications and promotional activities or designs.  This meeting is the first part of the implementation process and the aim of the meeting is:   * Presentation based on your report, why it was developed (overview of the report in brief) * What is the new product/services that must be promoted to customers * Who are our customers (internal and external) * Identifying and research on convergent tools and techniques, explanation of convergent tools and selection of techniques used for marketing and communication suitability to Bounce Fitness and cost effectiveness of the convergent tools * Legislative requirements, needs and what to be watchful of * Which tools are being implemented now and first and why? * Which techniques and technology is to be used and why? * How it meeting the customer-centric requirement in all develop tools, chosen solution and techniques to market their new product/services * What procedures are today being implemented, including any new forms or documents * The meeting will initiate and establish interested parties (channels) to gain customer perspective on the implementation and review of the product/services. This may include calendar for planned reviews * Establish and maintaining of expert networks and business networks related to marketing and communication convergence. This may include:   + calendar to maintaining networks and ensure they maintain currency   + completed register of network members by obtaining approvals (via email reply to your student email) their willing participation as a network professional member and   + 50+ words procedure on how to ensure that the register continues to be always current and who takes on the responsibility on updating it. |

1. Communications activity

You have researched, collected relevant information and developed you meeting/presentation tools, now you will be holding your meeting in which you will present all of your prepared documentation. **GUIDE: ROLE-PLAY** (approx. 15 minutes)

Your assessor will be using a checklist and observe your demonstrated skills which you performed during your meeting.

*You will be required to select one of the following options to complete these activities. Your assessor will help you to decide which is the best option for you. (your assessor will guide you on how to best complete the consultation / communication / role-play activity).*

*Important: All practical and communication activities must be recorded unless your assessor is observing your role-play live.*

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| **date:** | **time:** | **Communication activities and consultation** (meeting)to demonstrate oral communication and consultation conducted and evidence and feedback received. | | **who is in my team** | |
| *Select meeting type confirmed with your assessor:* | | *Student ID* | *Team names* |
|  |  |  | Classroom meeting |  |  |
|  | MS TEAMS meeting |
|  | Combination of MS TEAMS and emails  *Note: only student SBTA email address can be used* |

1. Record your comments in the space below. these comments will then be transferred into your Meeting Minutes (Communications report) template below; or
2. Insert NA if this space is not needed and you wrote your comments directly into the Meeting Minutes document.
3. Ensure that your assessor watches your recorded meeting and provides feedback on your performance.

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1. Once you have completed your meeting you are to use all the meeting minutes recorded or noted information and
2. Complete the Communication meeting report template. **GUIDE: 120+ WORDS to 300+ WORDS**

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| **COMMUNICATION REPORT**  **(MEETING MINUTES)** |
| *Please refer to the Meeting Minutes template and insert the template in this activity or advise when and where it was saved.* |

1. Email the completed Communication Meeting Minutes to your manager for his comment and any corrections which needed to be amended. Receive a response and copy and paste the response in the space below:

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| *Please insert the response from appointed manager in this space to satisfy this activity. Thanks* |

1. Once you have received his response and any corrections, you are to email the final Meeting Minutes and any adjusted documents to:

* Bounce Fitness staff
* the established customer representatives’ networks and channels and any other relevant external clients who attended the meeting; and
* The established expert and business network members who have been registered in your network register as per the procedure that has been implemented to maintain the register current at all times.

1. Receive minimum of 3 responses with feedback. Use the space below to copy and paste the feedback and confirmation obtained from the network and professional and customers.

Note: at least one response must include one correction or amendment to any of the documentation which was email to the network members or Bounce Fitness staff or managers.

You must use your SBTA student email address to communicate with Martin. **GUIDE: 50+ WORDS to 120+ WORDS**

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| *Students will be pasting responses and confirmation in this space as evidence.* |
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1. Use the space below to copy and paste any updated documentation from the feedback you received and advise what has been changed. This is to demonstrate that you listened to suggestions and implemented corrections as per their feedback.

***Note:***

***Ensure that your assessor completes the following observation checklist when you complete this and all other assessment tasks***