**+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)** | *Provide your understanding*  *Points of integration*  *Benefits* | | |
| ***Sources of information details:*** | | | ***Please insert where you conducted your research e.g. copy and paste the online links, or name the authors of reading material, guides or text books, etc….***  *Learner guide pg*  *Link* |
| **3b) - Characteristics of convergent approaches to marketing communication** | | | |
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1. Explain customers role within convergent marketing. **GUIDE**: **120+ WORDS**

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| * Customer Centric: Characteristics * Opportunities * Requirements |

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

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| * Justify your answer |

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

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| * *Technology* * *Telecommunication/ internet* * *Devices/ technology* * *Customize* |

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** |
| * *Convergent technologies + Engaging experts* | * *Convergent technologies + Engaging experts* |

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 | *AANA* |  | |  |
| 2 | *ACMA* |  | |  |
| 3 | *AMI* |  | |  |
| **Sources of information details:** | | *Please insert your research source e.g. online links, or guides, etc….* | | |

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….* |
| 1. *Privacy Act 1988* | *Own words* |  | *Analysis* | *Links ..* |
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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 | *Social Media policy* | *Brief description/ analyse how are these relevant* | |
| 2 | *Staff recruitment* |  |
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## **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 intends to market its brand through excellence in service and expertise to establish itself as a premier provider of fitness and wellness in Australia. Much time is invested in training the Centre staff to upgrade their professional skills and in customer service to foster a loyal member base. Classes are innovative and varied with regular changes to routines and activities.  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 | *Analysis / intro*  *Brief what they have done/* | *Bounce Fitness document (website)* |
| Bounce Fitness marketing strategy | Most important topics/elements | *Bounce Fitness document (website)* |
| Bounce Fitness advertising brief, | Analysis/ descriptions | *Bounce Fitness document (website)* |
| Objectives for implementing marketing communications to promote Bounce Fitness’s new product/services. | * + 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? |  |
| Marketing and communication solutions available that will suit Bounce Fitness | * + 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. |  |
| Convergent communication industry roles and responsibilities | * + 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 |  |
| What are the traditional roles and client groups serviced by the marketing, advertising and public relations sectors | *Sectors*  *Fitness industry*  *Traditional roles / trends*  Review the traditional roles and client groups serviced by the marketing, advertising and public relations sectors |  |
| 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 Centric Strategy***  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…? |  |
| *Analyse Tools / justify the need of each tool*  *Cost- Effectiveness*   * + assess their applicability to Bounce Fitness   + confirm suitability to its customers   + confirm cost-effectiveness of the convergent tools and techniques. |
| Laws, legislations, regulation or codes of practice relevant to Bounce Fitness marketing and planning | 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. | *Source of information* |

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.

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| **BOUNCE FITNESS REPORT** | | | | |
| **Report name:** |  | | | |
| **Report developed by:** |  | | **Report completed on:** | / / |
| **Report approved by:** |  | | **Report is relevant to:** |  |
| **Overview Statement** *(brief overview of what the report is about and any important links and sources details or attachment information is included)* | | | | |
| *Purpose /report*  *Introduction* | | | | |
| **The Marketing information analysed** | | | | |
| Review of Bounce Fitness documents:   * Marketing plan * Marketing   strategy   * Advertising brief | *Your analysis / Comments*  *Key Elements/ relevant information* | | | |
| **Drafted report information** | | | | |
| *Insert relevant and suitable headings*   1. *Objectives* 2. *Communication solutions* 3. *Convergent communication* 4. *Traditional roles* 5. *Your proposal “Customer centric”* |  | | | |
| **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. | | |
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| **What if the points above were not implemented by Bounce Fitness** | *Notes* | | | |

2.2 a 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 advise 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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| ***Sample/ Email***  ***To****: Manager*  ***From:***  ***Body Message***   * *Introduction/ overview* * *Seek for feedback*   *1 brief description*  *2*  *3*  *4*  *5*  *Special attention to your Idea/ proposal/ strategy*  *Strategy+ tools* |

## **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. c * 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, w**rite 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 fo**r 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)*    **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)   **\*You can adjust and use the report template** |

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 a tool for messaging to clients,* 2. *Consultation/ expert review*   ***Sample / email***  *Your interaction with the expert/ consulting viability of implementation.*  *Subject: Messaging tool* |

* 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.***  ***Document Policies and procedures/ tool for messaging (Customer service)*** |

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)

Topics to discuss

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| **COMMUNICATION REPORT**  (AGENDA) | | |
| Contact person for collecting agenda items | *Marketing Manager* | |
| Team members invited to provide comments | *Sales*  *Management board*  *.*  *.* | |
| What information will be delivered and what documentation needs to be reviewed prior to the meeting:  Research report  Proposal 1-2 | | Responsibilities to discuss, distribute, deliver or present |
| ***points that need to be discussed and who will be discussing them.***   1. *New development (App)* 2. *Tools and techniques …* 3. *Messaging tool / customer service* | |  |

* + 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** | | *Departments* |
| **DISCUSSION/ PRESENTATION POINTS** | **INFORMATION AND COMMUNICATION POINTS AND OUTCOMES** | |
| 1  2  3  4  5 | *Detailed information* | |
| **FEEDBACK ON DOCUMENTS** | Changes will be implemented to the following tools and documentation or procedure: | |
| *List 1 adjustment* | |

* + 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.*  *Resources / presentation tools*  *Add it as extra file*  ***Customer centric strategy***  *1 Tools/ techniques communication /* ***to promote*** *(traditional or digital media / mix)*  *2* ***App*** */* ***New product****/ Improve customer experience*  *-****Policies and procedures***  *3 Message /Tool /* ***customer service*** */ direct communication*  *-****Policies and procedures*** |

## **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:   + **calenda**r 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 |  | SALES  MARKETING  CEO ... |
| **X** | 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

*Meeting Minutes / Information /Summary*

1. Insert NA if this space is not needed and you wrote your comments directly into the Meeting Minutes document.
2. Ensure that your assessor watches your recorded meeting and provides feedback on your performance.

Record a video/ Holding your meeting /

\*15 minutes

\*Minutes as guide/ script

\*Appear on camera

\*PPT / Visual resource

\*Scenario

\* Link / MS Teams / Video

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| *Expert feedback:* |

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*  ***Email/ feedback 1***  *To Manager*  *From:*  *Subject: Meeting Minutes*  *Looking for feedback*  ***Email/ feedback 2***  *From: manager*  *To:*  *Subject: Re: Feedback / Meeting Minutes*  *Feedback*  *1*  *2*  *3* |

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.

**Staff training required**

**Expert committee**

**Monitoring process / Expert**

Sample/ email

To: Manager

Subject: Adjustments

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.

3 samples

Email 1:

Network: Industry or business

Email 2:

Professional / expert

Email 3:

Customer/ Potential customer

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.* |
| *Sample 1* |
| *Sample 2*  *Sample 3* |

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.

\*Please use red colour to describe your adjustment

***Note:***

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