



Australian Government

**Assessment Requirements for BSBMKG526
Develop strategies to monetise digital
engagement**

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Performance Evidence

Evidence of the ability to:

- analyse a digital engagement channel and identify the opportunities to monetise transaction
- prepare success criteria for monetised transactions
- prepare a model of customer engagement showing preferred points-of-sale and closure
- describe how digital authentication and security works to develop customer trust
- negotiate service agreements
- identify trends and performance information from transaction data.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain the differences between paid, owned and earned customer engagement
- compare the engagement features of common digital financial transaction systems
- list current payment processing tools and technologies used in digital transactions
- identify the relevant aspects of financial services legislation that impact on digital financial transactions.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology

- relevant workplace documentation and resources
- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>